



Governors Highway Safety Association

Chief Communications Officer

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Position Overview

The Chief Communications Office (CCO) leads the Governors Highway Safety Association's (GHSA) efforts to strengthen its brand, enhance communications and drive engagement across all platforms. Reporting to the Chief Executive Officer, the CCO is responsible for developing and implementing comprehensive communications and marketing strategies that enhance the organization's image and position nationally. The CCO must be a dynamic, innovative leader with a proven track record managing teams, developing communications strategies and executing successful campaigns.

Key Responsibilities

- Develops and executes GHSA's communications strategy, fostering sustainable growth and strategic success.
- Recruits and manages GHSA's communications team, which consists of 2-3 staff plus support from contractors/consultants, and implements efficient processes and innovative approaches to maximize their success.
- Has a strong understanding of the media landscape and helps to position GHSA as a thought leader resulting in strong coverage by traditional and new media outlets.
- Serves as a chief spokesperson with the media. Represents GHSA at conferences, partner events, coalition meetings and other activities.
- Has a solid understanding of social media and oversees GHSA's efforts in this arena.
- Works closely with the CEO and External Engagement Team to develop marketing materials and provide other support to help strategically grow GHSA's Associate Membership program and other funders.
- Works with the CEO and External Engagement Team to help identify opportunities for GHSA's partners to collaborate with each other and increase their impact.
- Acts as a key member of the executive leadership team, contributing to strategic planning and decision-making processes.

Experience and Qualifications

- Bachelor's degree required; master's degree preferred.
- Minimum of ten years of professional experience, preferably in an association or nonprofit environment.
- Demonstrated experience leading and developing a team and effectively managing complex tasks and processes.
- Strong written and verbal communication skills that include the ability to distil complex information into clear and succinct messages
- A strong, polished speaker comfortable in a variety of settings.
- Demonstrated ability to support and work collaboratively with a volunteer Board of Directors.

- A track record of project management success.
- Ability to work creatively and with flexibility in a demanding environment, while maintaining high work standards.
- Ability to anticipate challenges and effectively resolve them to the mutual benefit of all parties.
- Honest and transparent with the highest degree of integrity.
- Embraces and supports all colleagues and treats them with dignity and respect.
- Visionary, strategic, adaptable and flexible.
- Effective communicator with exemplary listening skills.
- Inspires and motivates direct reports and teams.
- Innovative and creative problem solver.
- Strong organizer with a demonstrated ability to delegate.
- Ability to prioritize and manage multiple initiatives simultaneously.
- Comfort working in a small-team, collaborative non-profit environment with many shared roles.
- Ability to work creatively and with flexibility in a dynamic, fast-paced, non-linear environment while maintaining high work standards.

Starting salary is \$160,000-\$175,000 (dependent on experience) plus GHSA's generous benefits package.

GHSA's hybrid work environment has staff in the office three (3) days a week. The CCO will additionally be required to attend various events sometimes occurring in the evenings or over weekends. Travel is approximately 3-4 weeks per year. GHSA is committed to providing access and reasonable accommodations to enable individuals with disabilities to perform in this role.

Digital Presence

Web: <https://www.ghsa.org/>

X: <https://twitter.com/ghsahq>

LinkedIn: <https://www.linkedin.com/company/governors-highway-safety-association/>

Facebook: <https://www.facebook.com/GHSAhq/>

Vetted Solutions is an executive search firm focused on serving the Board, CEO and senior staff recruitment needs of purpose driven organizations.

For confidential consideration, please contact Jim Zaniello, President & CEO, via GHSACCORSearch@vettedsolutions.com or call +1 202 544 4749.

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