Brevard Family Partnership (BFP) is the lead Child Welfare Agency in Brevard County, Florida providing front-end prevention and diversion, and intensive care coordination using high fidelity wraparound, case management, adoption, foster care and independent living services. BFP is an innovative, community-driven system of care recognized for its strong local, state and national partnerships. BFP, a COA accredited agency, has a 10-year legacy of making a difference in the lives of those we serve. With an outstanding staff team of dedicated professional, BFP has significantly improved the outcomes of the children and families in our care. BFP is a mission and vision-focused learning environment where our employees are recognized as our greatest asset. To that end, BFP fosters a culture of excellence and teamwork where employees are recognized and rewarded for the achievement of goals. BFP offers an impressive benefits package that supports the health and well-being of its employees.

Position Summary: The Director of Communications will serve as an integral member of the Sr. Management team and is responsible for the development of BFP’s overall communication strategy and products including but not limited to: newsletters, annual reports and other print publications; websites, social media, e-news and other online communications; media and public relations; and marketing. This position will develop a world-class communications plan, directly managing communication activities that promote, enhance and protect the organization’s brand and reputation. The Director of Communications will be responsible for the development, integration, and implementation of a broad range of public relations activities relative to the strategic direction and positioning of the organization and its leadership. This individual will be an ambassador for the organization and will build, foster and maintain strong relationships with the media. The position will advance the organization’s position among constituents, as well as drive broader awareness and donor support for the organization. This position will supervise the Public Relations Coordinator.

Reporting to the Sr. Executive of Administration, the Director of Communications will work collaboratively with senior leadership to develop and implement communication strategies that broaden the impact of BFP’s programs and oversee organizational messaging and constituent services. This position will collaborate with the Agency leadership to develop communication and Legislative strategies that will broaden programmatic reach and deepen impact and will identify significant media and public policy issues that can be leveraged to support BFP’s work. The Director of Public Relations serves as executive editor for BFP’s publications and outreach, and manages organizational response to inquiries and the media.
Technical/Functional Expectations:

1. **Company Image – Essential Function:** Implement a marketing communications plan to promote and increase awareness of the Agency's programs, mission, vision and values. Target audiences include local community leaders, public officials, legislators and potential donors/sponsors.

2. **Media Relations – Essential Function:** Actively engage media and cultivate positive relationships to enhance Agency image and reputation, and secure coverage for program promotions, special events, public announcements and other projects. Serve as a spokesperson and lead point person on media interactions that help promote and/or impact the organization. Exercise judgment to prioritize media opportunities and prepare talking points, speeches, presentations and other supporting material as needed.

3. **PR Policies - Essential Function:** Plan and implement policies, procedures and programs for all areas of public relations in order to protect and promote the interests of the Agency.

4. **PR Programs – Essential Function:** Evaluate existing programs and services, and establish strategies to ensure effective use of public relations for the Agency.

5. **Publication Creative Support/Development – Essential Function:** Provide creative and editorial support for Agency publications that advance the objectives of the Agency and provide consistency in brand identity and messages. Oversee development of all print communications, including annual reports, marketing collateral materials and electronic communications, including website and social media; manage relationships with associated vendors.

6. **Computer Literacy – Essential Function:** Transcribe, format, input and edit information or data in order to create letters, documents, spreadsheets, executive summaries, and graphic presentations.

7. **Other duties as required:** Job performance requires fulfilling other incidental or related duties as assigned, assisting and training others, and performing duties of higher rated positions, from time to time, for developmental purposes.

Business Experience:

1. Significant communications experience that includes a blend of advocacy and media relations. A strong track record of positioning an organization to achieve tangible outcomes in a competitive communications environment. Ability to coach and support senior leaders as spokespersons and to provide staff leadership and supervision.

2. **Minimum 5 years’** successful experience in a senior management role focused on public relations, communications (written and media) and community and media relationships in order to position subject matter and agency news to achieve high-impact coverage.

3. Demonstrated expertise and skill in effectively using social media and various technologies to present agency messages including the ability to track and monitor expenditures to determine ROI.

4. Extensive, successful writing and editing experience (externally focused) with a variety of print and digital media to engage local leaders, stakeholders, donors and other key constituents.

5. Demonstrated experience and leadership in managing a comprehensive strategic communications and marketing program to advance an organization’s mission and goals, implement action plans, and evaluate outcomes.

6. **Strong collaboration and partnership skills – Essential:** Required to work with a diverse group of local stakeholders to advance the mission of the BFP family of agencies.

7. **Expert skills with MS Office:** Required to complete research, write proposals, build and track budgets, and create presentations and other collateral marketing materials.

8. **Valid driver’s license – Essential:** Required to meet with individuals and organizations and attend off-site meetings.

November 14, 2014
Closes: November 28, 2014
Educational and Experience Requirements:

1. BA/BS - Bachelor’s degree in Journalism, Communications or related field required. Masters preferred.
2. **Minimum** 5 years of successful experience in a senior management role, with demonstrated ability to create and translate marketing and communication strategic plans to positive tactical outcomes.
3. 10+ years successful exp. managing and leading a Public Relations function preferred and may be considered in lieu of the Degree.
4. Prior experience in a non-profit human services or related agency preferred.

**To apply:** Please submit **resume, application, and disclosure form** (available online at [www.brevardfp.org](http://www.brevardfp.org))

**Mail To:** Brevard Family Partnership  
Attn: Valerie Randall  
2301 W. Eau Gallie Blvd., Suite 104  
Melbourne, FL 32935

**Via fax:** Attn: Valerie Randall (321) 752-3188

Brevard Family Partnership and Brevard C.A.R.E.S. are Equal Opportunity/Affirmative Action employers. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability, or protected veteran status. These employers also maintain Drug-Free Workplaces.