Open Data Communications Coordinator

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Prepared for: **The City and County of Durham**

Date: March 9th, 2015

Reporting to the City and County Open Data Team, the Open Data Communications Coordinator (ODCC) will set and guide the strategy for all communications, website, and public relations messages and collateral to consistently articulate the City and County of Durham’s open data mission (CCOD). The ODCC will ensure that CCOD is viewed as the primary source, disseminator, and conduit of information within this diverse network and constituent base.

The ODCC will work closely with a senior peer group within the organization as the communications partner on open data and other tasks as assigned.

## Responsibilities

* Develop, implement, and evaluate the annual communications plan across the CCOD’s discreet audiences in collaboration with the team and constituents
* Lead the generation of online content that engages audience segments and leads to measurable action. Decide who, where, and when to disseminate
* Put communications vehicles in place to create momentum and awareness as well as to test the effectiveness of communications activities
* Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, and CCOD’s website
* Coordinate webpage maintenance—ensure that new and consistent information (article links, stories, and events) is posted regularly
* Track and measure the level of engagement over time
* Manage development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, annual report, e-newsletters, and public facing website
* Manage all media contacts

## Qualifications

The City and County of Durham is seeking an accomplished Communications Coordinator who has at least 2 years of communications experience, ideally in an “in-house” leadership role within a complex (number and variety of constituents) public sector entity, and covering areas such as website content, newsletters, and segmented community communications. The ability to take knowledge and transform it into exciting and useful messages, and disseminate it to the right audiences through the best distribution channels is critical.

* Experience in writing AP Style press releases as well as feature articles
* Highly collaborative style; experience developing and implementing communications strategies
* Excellent writing/editing and verbal communication skills
* A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently
* Relationship builder with the flexibility and finesse to "manage by influence"
* High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels
* Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, program participants, and other supporters
* Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives