



POINTNORTH

Director of Communication

About the Position

The Director of Communication will lead a team of strategic communicators on a multi-year, regional mega-project. This role will be responsible for coordinating cross-functionally with technical team members, leading communication content and messaging strategy and ensuring the delivery of the communications scope of work.

Classification: Salaried / Exempt

Compensation Range: \$130,000 - \$160,000 dependent on qualifications and experience

About PointNorth

PointNorth Consulting is a strategic communications firm and is a woman-owned minority small business located in Vancouver, Washington. We believe our values drive our passion. We are strategists, storytellers and committed communicators. We serve a variety of organizations in the Pacific Northwest ranging from architects, engineers and contractors to educational service districts and public agencies. We value hard work, an entrepreneurial spirit, integrity, and authenticity. We also value strong connections to our team and our community.

Overall Responsibilities

- Manage and support a team of communications professionals in delivering high quality, comprehensive strategic communications plans and content.
- Coordinate cross-functionally with other task leads to identify goals, target audiences, key messages, channels, tactics, and frequency of communication.
- Collaborate with technical and subject-matter experts to develop integrated communications strategies aligned with project milestones and deliverables.
- Coordinate scope of work and tasks / deliverables for clients and projects as needed
- Facilitate team meetings including setting agendas, taking notes, assigning tasks, and ensuring follow-through on action items from a broad team of communicators.
- Manage content creation including but not limited to reports, slide presentations, talking points, videos, social media, press releases, graphics, animation, and the development of a content calendar.
- Provide oversight and strategy for ensuring content and materials are always accessible
- Oversee media relations strategy, reviewing media releases, inquiry responses, and preparing media briefing packets.
- Oversee project-related social media strategies and content calendars.
- Drive digital content strategy and implementation on assigned projects.

While not required, the following qualification(s) is appreciated:

- Experience in consulting firms and/or professional service organizations
- Proficiency in Spanish or other common second language in equity priority communities in the SW Washington/Portland metro region
- Cultural competency and understanding of diversity, equity, inclusion and belonging best practices

PointNorth is an equal opportunity employer, committed to developing an organization that is reflective of, and sensitive to, the needs of the diverse community we serve. We do not discriminate on the basis of race, color, religion, gender, sexual orientation, gender identity, national origin, age, genetic information, disability, or uniformed service.

PointNorth is a provider of employment and training services. Auxiliary aids and services are available upon request to individuals with disabilities. Washington Relay 711.

Knowledge, Skills & Qualifications

- 10+ years of professional experience in communications and/or a similar role
- Transportation or infrastructure experience essential
- Bachelor's degree in communications, journalism, or related field
- Strong research, writing, editing, and proofreading abilities, including the ability to present concepts verbally
- Experience leading cross-functional teams and projects
- Highly responsive and able to track progress
- Proven ability to quickly learn and understand complex subject matter
- Adaptable and flexible to meet the needs of evolving priorities
- Comfortable working independently and as part of a dynamic interdependent team
- Comfortable with taking direction, yet able to take the initiative as needed
- Proficient or able to quickly become proficient in Microsoft 365, GSuite, Harvest, Asana, Rippling and Dropbox
- Collaborative team member with ability to communicate in a professional manner with all clients, co-workers, stakeholders, community members and business partners
- Passion for the mission of PointNorth and aligned with [our values](#): people first, lead with integrity, think big, keep it real

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Working Conditions / Physical Requirements

Work is currently performed in a hybrid environment – both at home office and at our office in Vancouver, WA. This includes long periods at a desk. Position requires the employee to regularly host and facilitate in-person and virtual meetings, communicate with community members and clients, in both small and large groups. Employees may work under the stress of continual contact from clients, community members, co-workers and business partners, and the pressure to meet deadlines. Must occasionally lift and/or move up to 25 pounds. As an organization who contracts with government clients, PointNorth requires its employees to be fully vaccinated against COVID-19.

- Requires availability 8 am – 5 pm M – F with occasional evening or weekend work.
- Position may require the ability to travel regionally for work activities.

Please send cover letter and resume to joinus@pointnorthinc.com

