



# The Senate

STATE CAPITOL  
HONOLULU, HAWAII 96813

## Director of Communications Position Description

The Hawai'i State Senate Communications Department is responsible for:

- Assisting the Senate and its members to communicate its priorities, programs, and accomplishments to the citizens of the State.
- Working with the media to facilitate communication with constituents about the Senate's actions, policies, positions, and initiatives.
- Drafting press releases, speeches, talking points, and presentations.
- Maintaining online media presence.
- Developing materials to promote the Senate and its priorities and programs.

The Director of Communications oversees the communications staff which informs the public and enhances citizen awareness and understanding of the Senate's actions, policies, positions, and initiatives. This position is exempt from civil service and the Director serves on an at-will basis. The position requires a flexibility of schedule beyond normal work hours and an ability to respond to various matters of importance, including crises and unplanned events, in an appropriate and timely manner to ensure a relevant response.

### Major Duties and Responsibilities

- Develops public information strategies and programs to communicate the Senate's priorities and initiatives.
- Provides counsel and assistance regarding media relations to all members of the Senate.
- Manages all communications materials produced by the Senate.
- Prepares and edits press releases, speeches, talking points, and presentations for the members of the Senate.
- Assists with digital content creation for and engagement of the Senate's and members' social media platforms.
- Provides necessary organization, supervisory leadership, and motivation to manage the Senate communications staff.
- Monitors news coverage of the Senate and issues affecting the State.
- Serves as staff at various events and official functions, particularly those involving media coverage.
- Executes special projects and performs other duties as assigned by the Majority Leader.

### Recommended Qualifications

**Knowledge:** Thorough knowledge of Senate policies, legislative procedure, state government operations, elected officials and key persons in the media. Knowledge of marketing, public relations, social media, issues management, and crisis management.

**Skills/Abilities:** Must possess excellent verbal communication skills, demonstrated ability to write clearly and persuasively, excellent organizational and time management skills, and the ability to work well with a wide variety of personalities. Must be a detail-oriented, self-starting professional who thrives in a fast-paced environment and is able to "think on your feet" to optimize opportunities for the Senate with the media.

**Education:** 4-year college degree or higher.

**Experience:** Experience in public relations, political communications, journalism, social media, marketing and crisis management.

Proficient in enterprise-wide computer programs and able to function efficiently in a paperless environment. Familiarity with document management systems or equivalent. Able to operate standard office equipment.

**To apply:** Please email a cover letter and résumé to: [sclerk2@capitol.hawaii.gov](mailto:sclerk2@capitol.hawaii.gov) by 4:00pm on Monday, October 19, 2020.

The Hawai‘i State Senate is an equal opportunity employer.