

## **Job Description: Vice President of Public Affairs**

**Position Summary:** Orange County Business Council's Vice President of Public Affairs is responsible for leading the organization's strategic public affairs initiatives, including communications, marketing, branding and media relations, as well as supporting OCBC's advocacy efforts. This role will foster relationships with key stakeholders, influence policy and enhance public perception of the organization through digital and traditional outreach strategies. The ideal candidate will be a visionary leader with extensive experience in public relations, advocacy, corporate communications and digital engagement, as well as the ability to align efforts across various departments within the organization.

### **Key Responsibilities:**

#### **1. Strategic Leadership:**

- Develop and implement comprehensive public affairs strategies that align with organizational objectives and departmental goals.
- Oversee the marketing and branding efforts to ensure consistent messaging across all platforms.

#### **2. Cross-Departmental Collaboration:**

- Work closely with various departments (e.g., Government Affairs, Business Initiatives and Event Management) to ensure alignment in messaging, strategy and advocacy efforts.
- Facilitate interdepartmental communication to identify opportunities for collaboration on public affairs initiatives.

#### **3. Advocacy:**

- Cultivate relationships with community leaders, investors and other business associations to advance the organization's mission.
- Work with Government Affairs to support advocacy campaigns that promote key initiatives and influence public policy relevant to the organization.

#### **4. Communications:**

- Develop and manage internal and external communication strategies, ensuring clarity and consistency.
- Oversee the creation of all communication materials, including press releases, web content, the legislative action guide, the community indicators report and social media messaging.
- Develop and launch digital communications strategies to advance policy initiatives, reach targeted business sectors in an effort to grow OCBC's investor base and provide analytics to demonstrate progress on these fronts.

#### **5. Media Relations:**

- Build and maintain strong relationships with media representatives and influencers to secure positive coverage and amplify the organization's message.
- Develop proactive media outreach strategies and respond effectively to media inquiries.

#### **6. Social Media Strategy:**

- Execute a comprehensive social media strategy that engages audiences and promotes the organization's initiatives and brand.

- Monitor social media trends and analytics to adapt strategies for effective audience engagement and messaging.
- 7. **Brand Management:**
  - Enhance the organization's brand identity and ensure it resonates with target audiences.
  - Monitor brand performance and make recommendations for adjustments as necessary.
- 8. **Stakeholder Engagement:**
  - Serve as a spokesperson and represent the organization at public events, conferences and community meetings.
  - Engage with stakeholders to gather insights and assess public sentiment.
- 9. **Team Leadership:**
  - Lead, mentor and develop a high-performing public affairs team, fostering a collaborative and innovative culture.
  - Oversee budget management for all public affairs activities and campaigns.

**Qualifications:**

- 10+ years of experience in public affairs, communications, marketing or advocacy, with at least 5 years in a leadership role.
- Strong knowledge of public policy and advocacy processes.
- Exceptional written and verbal communication skills.
- Proven experience in relationship building with media and executing successful social media strategies.
- Ability to develop strategic relationships and effectively engage diverse stakeholders.
- Demonstrated success in cross-departmental collaboration and aligning efforts towards common goals.
- Proven track record of managing multifaceted campaigns with measurable results.

**Skills:**

- Strategic thinking and problem-solving abilities.
- Strong leadership and team management skills.
- Proficient in digital marketing and social media platforms.
- Excellent project management skills with the ability to handle multiple priorities.

**Salary Range:**

- \$120,000 - \$150,000

*Job Posting Open from 3/20/2025 – 3/31/2025*

*Send resume and cover letter to Paul Simonds at [psimonds@ocbc.org](mailto:psimonds@ocbc.org)*