



The Indy Chamber's mission is to drive economic growth in Central Indiana by bringing job and investment opportunities to the region, advocating for a pro-growth business climate, and connecting businesses to resources and each other.

Greater Indianapolis Chamber of Commerce

Job Expectations

Title	Director of Communications	Exempt/Non-Exempt
Reports to	Vice President of Marketing and Communications	Date last revised: 06/02/21
Supervises	This role will grow into a management role for the rest of the department.	
Summary	Through the work of advocacy, economic development, and membership, the Indy Chamber has a wealth of communication needs. From empowering internal stakeholders to fostering strong external relationship with the business community, there is a need for clear, concise communication. The Director of Communications, working alongside the Vice President of Marketing and Communications (MARCOM), will support strategic planning, implementation, and measurement specific to marketing and communications for various departments within the Indy Chamber. Over time, this role will also take lead in development of support staff on the MARCOM team.	
Evaluation of performance	Performance will be evaluated based on meeting the requirements of the job description; meeting specific goals and performance metrics for the position; working according to all policies and standards set by the Chamber; and consistently demonstrating established Chamber values.	
Performance metrics	Performance metrics for this position will be established annually based on the key responsibilities for the position	
Key responsibilities	<ul style="list-style-type: none"> ● Provides strategic direction, project management leadership, and outreach activities to drive outcomes toward storytelling on behalf of the Indy Chamber and the region. ● Identifies, strengthens, and maintains strategic relationships with organizations, partners, and various community stakeholders, including local and state elected officials, members of the business, non-profit, community, and philanthropic sectors in accordance with Indy Chamber's key initiatives. ● Serves as a thought leader, tactical implementer, trusted resource, and strategic link between all levels of civic infrastructure. Nurtures relationships across the Indy Chamber to support internal teams as well as external stakeholders relevant to those specific projects. ● Develops deep partnerships, strengthens the relationship between the organization and the community, and expands the impact of existing network of community relationships to support Indy Chamber's vision, reach and impact. ● Maintains an active awareness and knowledge of community issues to better relate to business interests, media interests, and Indy Chamber initiatives. ● Builds alignment with leadership and operates cross-functionally across the Indy Chamber, provides thought leadership, perspective, experience, and clarity from a 	



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	<p>communications lens to internal policies and practices, and works to set organizational, strategic vision.</p> <ul style="list-style-type: none"> • Defines – rooted in research, best practice, and community voice – a communication strategy and a vision of success; and implements various communication standards within the Indy Chamber’s practices and initiatives. • Oversees work planning and communication for a suite of initiatives (e.g. BOI, Develop Indy, and Business Advocacy), each of which incorporates multiple projects, components, and stakeholders. • Develop strategic and consistent communication and feedback mechanisms to ensure the Indy Chamber can align, mobilize, and report on strategic initiatives to our city, stakeholders, and business community.
<p>Critical skills, knowledge, and behaviors</p>	<p>This position requires a wide understanding of and demonstrated success in community development, communications, and strategic planning—particularly in the context of economic growth, overarching brand management, and stakeholder coordination. An ideal candidate will have demonstrated skills in strategic communications, media relations, and developing collaborative partnerships. The position requires an ability to develop strategic communication plans that align stakeholders, develop foundational, key messaging, mobilize tactical assets to drive outreach efforts, and ongoing reporting on those efforts to help the Indy Chamber’s leadership and stakeholders understand how marketing and communications are driving the organization’s business goals.</p> <p>In addition to the required knowledge, skills, and abilities above, the following is a list of KSA’s for a director-level position at the Indy Chamber:</p> <ul style="list-style-type: none"> • Demonstrates effective verbal, written, and e-mail communication skills. • Demonstrates effective strategic planning and the ability to derive actionable tactics to drive outreach and impact. • Demonstrates effective interpersonal skills; must be able to effectively communicate with a variety of individuals with diverse backgrounds, education, economic levels, and roles within an organization. • Demonstrates strong presentation skills—can facilitate both large and small group presentations aimed at introducing new content and educating attendees with diverse backgrounds, education, economic levels, and roles within an organization. • Demonstrates effective conflict management skills. • Able to negotiate with and influence others. • Demonstrates customer service orientation with both internal and external stakeholders. • Able to think logically and analytically. • Proactive in anticipating and alerting others to problems with projects or processes.



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	<ul style="list-style-type: none"> • High detail orientation and accuracy. • Takes initiative and needs little supervision. • Able to prioritize, organize tasks and time, and follow up. • Performs responsibilities efficiently and timely. • Able to juggle multiple requests and meet multiple deadlines. • Works well in a team environment and as part of a team. • Proficient in basic computer skills, i.e. Microsoft Word, Excel, Internet usage (e-mail), and social media and media monitoring platforms.
Experience, education, degrees, licenses	The ideal candidate will have a bachelor’s degree in communication, journalism, or public relations. The ideal candidate will have 5-7 years of experience and will demonstrate the ability to create strategic plans, implement multifaceted communication plans, and interact with various stakeholders.
Physical demands	Must be able to work proficiently with computers and other office equipment. Travel approximately 50% to member locations, Statehouse, City offices, Chamber sponsored events and meetings.
Work environment	Work is performed in an office environment. Daily work is generally performed in an office environment either at the Chamber or at a member location. Work is often conducted before, during, and after traditional business hours (i.e. 8-5). Events are generally held at either a public location.
Received	