



Job Title: Director Of Communications

Organization: The Texas Assisted Living Association (TALA)

Location: Austin, Texas

The Texas Assisted Living Association represents companies that operate professionally managed senior living communities, which includes assisted living and memory care communities, as well as allied companies that serve senior living operators in the state of Texas. Our association continually raises the bar for operational excellence and serves as the voice for assisted living providers in our state. We are dedicated to advancing the ideals of choice, dignity, accessibility, independence, and quality of life for seniors while maintaining a safe and secure environment for seniors to call home.

The Director of Communications will assist with all communications involving the association including the development and implementation of a communications strategy and a broad and diverse range of business and marketing communications.

The position will require someone eager to embrace challenges and work collaboratively with members of the TALA team and its membership. The position will work closely with and report to the TALA President and CEO.

The position is based in Austin, Texas. Some travel will be required, including overnight travel.

Key Responsibilities

- Develops and implements a communications strategy for the association that builds and maintains a positive corporate brand.
- Oversees association communications and branding in various online and print platforms such as LinkedIn, Twitter, Facebook, and industry magazines.
- Oversees the development and maintenance of the association website including methods to deliver message, ease of navigation, and clarity of information; ensures that all content is current and relevant.
- Acts as corporate spokesperson, or prepares a subject matter expert, and responds to members of the media in a timely manner; composes and distributes press releases as needed.
- Develops and maintains positive professional relationships with various members of the media.
- Assists in developing presentations, speeches, and other important association messages.
- Provides suggestions concerning graphics, clarity, and distribution concerning Education, Policy and Workforce Development materials.
- Performs other related duties as assigned.

Required Qualifications

- Excellent verbal and written communication skills.
- Organized with attention to detail.
- Superior ability to write in a journalistic style that is customary for corporate and external publications.
- Proficient with customary social media platforms.
- Ability to offer sound media relations advice.
- Excellent interpersonal skills.

- Ability to coordinate efforts of various teams in order to present a coherent message.

Required Education and Experience

- Bachelor's degree in English, Communications, Public Relations, Journalism, or related field, Master's degree preferred.
- Multiple years of experience in public relations and/or marketing and comprehensive writing experience required.

The Texas Assisted Living Association offers competitive salary, bonus structure, and benefits.

Please submit cover letter, with preferred salary range, and resume to

Diana Martinez, President & CEO, at diana.martinez@tala.org .