



# Boston Athletic Association

185 DARTMOUTH STREET, 6<sup>th</sup> FLOOR, BOSTON, MASSACHUSETTS 02116  
617.236.1652 [www.baa.org](http://www.baa.org)

## BOSTON ATHLETIC ASSOCIATION *B.A.A. Director of Communications*

*The successful candidate will be an important member of the B.A.A.'s administrative staff and must believe in the mission and philosophy of the B.A.A. She/he will have experience working in a non-profit environment, be able to multi-task, be detail-oriented, work well with a variety of constituents, and is capable of working as a member of several teams. The position's responsibilities have a broad range; as such, qualified candidates should demonstrate like experience and the enthusiastic ability to work both within and outside of the scope of the job description.*

### **The B.A.A. and our Mission:**

Established in 1887, the Boston Athletic Association is a non-profit organization with a mission of promoting a healthy lifestyle through sports, especially running.

### **Position Summary:**

Reporting directly to the Chief Operating Officer, the Communications Director is a strategic leader and responsible for the team which executes and implements the B.A.A.'s communications activities, both external and internal. The director is also responsible for managing the relationships and deliverables for all external support teams, individuals, and consultants who collaborate with ALL of the B.A.A.'s strategic communications efforts to achieve and sustain long-term success. This requires working effectively with a variety of different groups and individuals across the organization and also including PR and agency partners and consultants.

### **Position Responsibilities**

#### *Online Communications*

- Lead strategy for the organization's websites -- [baa.org](http://baa.org) and [teambaa.org](http://teambaa.org) – and e-communications.
- Enhance the position of our events, club and communities.
- Lead the creation of B.A.A. presentations—electronic, file-shared, and printed—and materials which further public relations, community, club, organizational, and marketing efforts, including Power Points, videos, etc.

#### *Social Media*

- Lead strategy and the Digital Communications Manager.

#### *Printed and Digital Communications Materials*

- Lead strategy and the Communications Manager, who is responsible for production and management of materials.
- Lead content strategy on Mobile App.

#### *Public Relations*

- Lead and implement strategy for organization and events.

#### *Crisis Communications*

- Engagement in crisis communication in the event of unforeseen adversity.
- When applicable, communicating positioning and steps to internal and external constituencies.

#### *Writing*

- Lead all written and spoken materials for the organization, including those which are in the form of speeches, briefings, talking points and Q&A.

#### *Administration & Brand Management*

- Working with Communications Team and Marketing Director, will perform a variety of other important tasks in the areas of technology, PR, graphics, photography.
- Press operations and credentialing program oversight (press rooms, press conferences, strategy, etc.).
- Drive vendor relationships in the area of communications.
- Lead communications strategy in conjunction with Marketing/Sponsorship for principal sponsor(s).

#### **Knowledge & Skills Requirements:**

- Superb internal and external communication skills—both verbal and writing—are required.
- A seasoned problem solver. Must respond well under pressure, especially during periods with high volume activity and tight deadlines.
- Understanding and experience in crisis communications planning and execution, and meeting the challenges rationally and calmly.
- Proven experience with budget planning, management, and forecasting.
- An understanding and some experience with successful relationship management with the media on a national or international basis including:
  - Fielding media inquiries
  - Writing and pitching stories
- Familiar with standard concepts, practices, and procedures of a non-profit organization and/or sporting events, and/or the Boston Athletic Association.
- Must be detail-oriented with particular attention to historical accuracy and an appreciation for facts and statistics.

- Must have exceptional grasp of electronic technologies / methods of communications and marketing techniques including e-communication, web site, electronic files and formats.
- Must be a “team player,” adapting to various management styles and methods of workflow in a dynamic open office environment. Must be able to work on multiple projects simultaneously, and must also meet deadlines while often allowing (and being comfortable) having multiple constituents weigh-in on important decisions and contribute to the final outcome.
- Bachelor’s degree. Master’s degree in Communications or Marketing a plus.
- Must have at least 5 years of relevant experience in the field or in a related area.
- Should believe in the events, programs, and mission of the Boston Athletic Association, and should have a passion for being part of the team responsible for the organization’s future long-term success and positive impact in the community.
- Ability to work non-traditional hours.
- Proficiency in Microsoft Office.

**The B.A.A. has partnered with the executive search firm MICA Consulting Group.**  
**For consideration please send a resume, cover letter and salary requirements to**  
**Katie Collins, Director Talent Acquisition MICA Consulting Group**  
[kcollins@micacg.com](mailto:kcollins@micacg.com)