DIRECTOR OF COMMUNICATIONS
About the Houston-Galveston Area Council

The Houston-Galveston Area Council (H-GAC) is a voluntary information, planning, and problem-solving forum for local governments in the Houston-Galveston region. H-GAC serves an area of 12,500 square miles and more than 7 million people in Austin, Brazoria, Chambers, Colorado, Fort Bend, Galveston, Harris, Liberty, Matagorda, Montgomery, Walker, Waller, and Wharton counties. Our regional programs focus on community and environmental planning, data tools and resources, disaster planning and recovery, transportation planning, public safety, workforce development, and economic development.

Mission

H-GAC’s mission is to serve as the instrument of local government cooperation, promoting the region’s orderly development and the safety and welfare of its citizens.

Governance and Organization

The Houston-Galveston Area Council is one of the largest regional planning commissions in the country. Our service area spans 13 counties and includes 108 cities and 11 independent school districts. The 290-member staff of professionals and 37-member board of directors understand that a strong economy and rapid growth brings both opportunities and challenges. We meet these challenges in three key ways: providing a forum for jurisdictions of all sizes to come together to solve regional issues; identifying and prioritizing funding opportunities; and providing direct services.

About the Department

The communications department leads a multifaceted communications and outreach strategy that unifies the agency’s brand, strengthens regional partnerships, and elevates program initiatives that positively impact people’s lives. The communications team works directly with departments across the agency to develop a strategy that brings together the agency’s communications, outreach, branding, and messaging in support of our mission through a collaborative approach.
About the Position

The communications director will lead the organization’s internal and external communications efforts by working closely with the agency’s senior leadership team as the communications adviser on a variety of strategic initiatives. The director will oversee the strategy for the agency’s communications, outreach, branding, and messaging in support of the Houston-Galveston Area Council mission. The director’s role is responsible for developing the agency’s communications plan, leading a diverse and talented team of communications and outreach professionals, and building internal and external relationships with the organization’s constituencies. This position reports directly to the Chief Outreach & Government Affairs Officer providing key communications counsel on agency initiatives and helps the executive director shape the agency’s vision.

Ideal Candidate

The ideal candidate will demonstrate a strategic, people-first leadership style with successful experience in developing and implementing communications strategies. The best candidate will exhibit a commitment to work collaboratively with all stakeholder groups and serve as a unifying force to position the Houston-Galveston Area Council as a trusted leader in the region, state, and the country. The ideal candidate is committed to cultivating an innovative work environment that fosters collaboration and growth.
Leadership and Innovation

The next director of communications will have the opportunity to:

- Develop the agency’s annual strategic and comprehensive communications and outreach plan
- Progress the organization’s newly founded core values into everyday agency culture and help to redefine the agency’s vision and mission
- Develop consistent and compelling stories that highlight how H-GAC programs are impacting the region
- Enhance the agency’s video strategy by producing monthly video segments, growing the agency YouTube channel, and finding creative ways to use video for educational and awareness about H-GAC and its programs
- Grow the agency’s social media presence through organic and paid experiences
- Launch a modern CRM platform to modernize, manage, and enhance stakeholder outreach
- Streamline H-GAC newsletters in line with branding guidelines and improve e-marketing platform to communicate messaging
- Launch an internal education and awareness campaign to strengthen the communications department’s relationships within the agency to establish trust, mentor and educate others about the communications team’s work
- Lead the agency’s external affairs efforts through community engagement plans, media relations, and finding ways to position agency leadership as regional experts
- Work with senior leadership to redesign the agency’s website into an engaging and friendly communications platform
- Conduct a branding audit to explore new opportunities on how to enrich the agency’s brand
- Elevate the agency’s public outreach efforts to expand public engagement efforts into a more robust and impactful initiative
Education and Experience

The position of director of communications requires:

- Bachelor’s degree in communications, public relations, marketing, or related field
- More than 10 years of professional experience progressively responsible in work directly related to public relations, communications, marketing, and outreach
- Experience directing large-scale communications projects, building brand awareness, and developing comprehensive strategic communications plans
- Superb writing and editing skills developing content for multiple communications platforms like print, social media, digital, and more
- Advanced expertise in communications strategies and tactics, strong storytelling capabilities, and experience working with the media

Additional experience in the following is considered a plus:

- Experience in a consensus-building environment with track record of achieving results
- More than 10 years of management experience
- Master’s degree in communications or marketing and/or advanced certifications such as the Accreditation in Public Relations (APR) credential

Compensation and Benefits

H-GAC is offering a competitive salary and benefits package commensurate with qualifications and experience.

Application Process

Please apply online: h-gac.com/careers

H-GAC is an equal opportunity employer and does not discriminate on the basis of race, color, gender, religion, age, national or ethnic origin, disability, marital status, veteran status, or any other occupational irrelevant criteria. Applicants selected as finalists for this position will be subject to a comprehensive background check.