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[www.dra.gov](http://www.dra.gov)

## Communications Director

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The Delta Regional Authority (“DRA” or “the Agency”) is an independent federal agency created by Congress in the “Delta Regional Authority Act of 2000” that serves 252 counties and parishes in an eight-state region: Alabama, Arkansas, Illinois, Kentucky, Louisiana, Mississippi, Missouri, and Tennessee. DRA operates as a federal-state partnership and works with its local development districts by utilizing market-proven processes to improve economic outcomes and enhance the quality of life for the people in its region. DRA makes strategic investments of federal appropriations into projects supporting basic public infrastructure, transportation improvements, business development with an emphasis on entrepreneurship, and workforce development.

Together, the Federal Co-Chairman – who is appointed by the President and confirmed by the U.S. Senate – the Alternate Federal Co-Chairman, and DRA’s Board of Governors, seek to foster local and regional partnerships that address economic and social challenges to ultimately strengthen the Delta economy and quality of life for Delta residents.

**JOB TITLE:** Communications Director

**SUPERVISOR:** Chief of Staff (direct report) and Federal Co-Chairman (indirect report)

**POSITION LOCATION:** Washington, DC

**POSITION SUMMARY:** The Communications Director will develop and manage the strategy and implementation of all communications and public outreach from the Delta Regional Authority (DRA). The person in this role will implement DRA’s communication strategy including management of the agency’s press relations, stakeholder communications, website, social media, and advertising and marketing efforts. The Communications Director will oversee projects that specifically support data, research, publications, and public engagement around Delta-specific assets. The position will include oversight of all communications in the implementation of DRA’s annual and long-term communication plans and will direct public engagement in the eight-state Delta region. Additionally, the position will serve as an intergovernmental affairs liaison on behalf of the agency, as needed.

## **DUTIES AND RESPONSIBILITIES:**

- Develop, execute, and refine DRA communication strategy to advance agency priorities and investments, including:
  - Press announcements and events highlighting DRA investments
  - Research, media response and speechwriting for Federal Co-Chairman and Chief of Staff
  - Website maintenance and social media, including Twitter, Facebook, Instagram, Medium, and YouTube
  - Manage compilation and distribution of research and data pertaining to DRA investments and Delta region-specific demographic and economic indicators
  - Prepare marketing and informational materials that promote the investments, projects, and policy initiatives of the agency
  - Advertising and public relations to ensure accurate and positive portrayal of DRA programs and policy initiatives
  - Public engagement efforts with media, community leadership, and federal, state, and local partners
  
- Coordinate with Chief of Staff and Executive Assistant to plan and implement public engagement activities and events throughout region to increase awareness of DRA's economic development in the Delta region
  
- Oversee relationships with media outlets; work to expand coverage of DRA investments; and, promote economic and community development within the Delta region
  - Generate articles, policy briefings, op-eds, releases, and announcements regarding DRA programs, investments, policy initiatives, and other agency news for public and media consumption
  - Collaborate with DRA's federal partner agencies and state and local entities to increase knowledge of economic and community development activities, programs, and investments within the Delta region.
  
- Oversee, generate, and edit all external communications to constituents, community leaders, and congressional and state legislative leaders regarding DRA programs, investments, policy initiatives, policy briefings, and agency news
  
- Develop new partnerships and maintain current agency relationships with federal agency partners (through their respective communications and programmatic offices), national advocacy and development organizations, and state and regional leaders to further expand awareness of DRA's mission, goals, and role in strengthening the economy, physical infrastructure, and human capital of the Delta region
  
- Manage communications activities to advance agency goals and investments and implement communications plan
  
- Serve as chief author and editor of DRA's Delta News Roundup, the agency's weekly online newsletter that covers program and policy initiatives of the agency as well as highlights major people, events, programs, and resources that are helping drive change in the Delta region
  
- Manage compilation and distribution of research and data pertaining to DRA investments and Delta region-specific demographic and economic indicators
  - Manage the agency's online research database Today's Delta

- Advise on federal and state policy that affects economic development efforts in the Delta region and other agency programs
  - Monitor policy affecting Mississippi River infrastructure and commerce along the river and its tributaries and provide recommendations on DRA action and/or programming necessary to support these recommendations

## **QUALIFICATIONS:**

**EDUCATION:** A minimum of a bachelor's degree from a four-year accredited college or university in communications or related field. Graduate degree is preferred.

**EXPERIENCE:** Three to five years of experience in communications, public affairs and/or media relations required

## **OTHER REQUIREMENTS:**

- Strong creative, strategic, analytical, organizational, and interpersonal skills.
- Computer literacy in word processing, database management, and website layout.
- Excellent research and writing capabilities;
- Exceptional facilitation and communications skills;
- Strong public speaker and ability to represent the organization externally;
- Strong work ethic and willingness to serve a range of duties;
- Keen attention to detail, ability to multi-task, perform analysis and meet deadlines;
- Comfortable working in a fast-paced, deadline-oriented, dynamic environment with multiple ongoing responsibilities and very high expectations for quality of work; and
- Willingness to travel with both long-term and short-term notice.

## **PHYSICAL REQUIREMENTS:**

Reasonable accommodations will be made to enable individuals with disabilities to perform the following essential functions.

- Audio-visual discrimination and perception sufficient to: (a) make accurate observations; (b) read and write; (c) operate assigned equipment; and (d) communicate effectively with others
- A mental capacity for: (a) sound decision-making and exercising good judgment; (b) evaluating and interpreting the implementation of DRA established rules and regulations.
- A physical condition appropriate to the performance of assigned duties and responsibilities which will include but may not be limited to the following: (a) standing, walking, sitting for extended periods of time; (b) use of hands and fingers or adaptive equipment to safely operate assigned equipment; (c) ability and license to operate a vehicle for both short and long-distance trips.
- Travel within the eight states of the DRA footprint will be expected.

**COMPENSATION:** Salary is based upon salary history, education, and experience.

**HOW TO APPLY:** Submit a cover letter, resume with no more than three references, and writing samples (including a press release, op-ed, and social media post(s)) to [jobs@dra.gov](mailto:jobs@dra.gov) with the subject line: Communications Director.