



Lincoln Trail ADD

Job Description

Division Director

Pay Grade 25

STATUS	
Date: 1 October 2025	Department: Lincoln Trail Communications (LINC)
FLSA Status: Exempt	Reporting Authority: Executive Director & Associate Executive Director
Supervisory Responsibility: All division team members	

Position Overview:

The incumbent provides strategic leadership, guidance and technical expertise in enhancing the region's image and capabilities locally, state-wide and nationally through strategic communications products enhancing business, brand awareness and services. Directs and supervises the responsibilities of the LINC Division, which includes a diverse portfolio of clients, including local governments, non-profit organizations and businesses to enhance economic development within the region. The incumbent will assure that all work tasks are completed in conformation with agency, state, and federal guidelines and standards.

Leadership Focused Responsibilities:

- Implement and execute LTADD strategic plan initiatives.
- Develop supporting division level strategic plan initiatives and execute (lay the track for the team).
- Set the department leadership and cultural standard pursuant to LTADD's values and leadership philosophy.
- Develop the team's leadership and professional skills.
- Develop new revenue opportunities and/or clients.
- Ensure the division is profitable. Review KPIs monthly and ensure all spend down accounts are exhausted by/at fiscal year-end.
- Develop and maintain key internal and external stakeholder relationships.
- Provide guidance, surge support or fill-in for leadership team members when necessary.

Duties & Responsibilities:

- Exercise final approval authority over contract drafts and bidding procedures before submission to the Executive Director and Associate Executive Director.
- Negotiate the approval of complex contracts and associated documents.
- Advises and informs executive leadership, local elected officials and relevant committees about developments regarding LINC activities.

- Assists the Executive Director, Associate Executive Director and LTADD Board of Directors in formulating, implementing and overseeing short and long-term strategic goals, policies, objectives and plans.
- Directs activities and operations of LINC and its staff, contractors, partners and projects.
- Work directly with clients to understand their unique goals, challenges, and target audiences. Develop comprehensive communications strategies that align with their mission and objectives.
- Create and oversee the production of high-quality, engaging content across various platforms, including press releases, social media posts, website copy, newsletters, and public statements.
- Build and maintain strong relationships with media contacts to secure positive coverage for clients. Manage media inquiries and coordinate press events.
- Guide clients in shaping their brand identity and voice. Ensure consistent messaging across all communication channels to build a strong and recognizable brand.
- Develop and execute digital communication plans, including social media campaigns, email marketing, and content for client websites to increase online presence and engagement.
- Monitor and analyze the effectiveness of communication initiatives using key performance indicators (KPIs). Provide regular reports to clients, offering insights and recommendations for future improvements.
- Manage multiple client projects simultaneously, ensuring all deliverables are completed on time and within budget.
- Attend various local, state and national meetings as warranted.
- Performs other duties as assigned.

Education & Experience:

- Required: Bachelor's degree in communications, public relations, marketing or a related field with ten (10) years of related experience, and in a leadership/management role.

General Qualifications:

- Must be a motivated self-starter; capable of managing multiple tasks, programs and administrative responsibilities, simultaneously.
- Must have excellent verbal and written communication skills, management and organizational abilities; and, exhibit proficient computer literacy/skills.
- Must be proficient in spreadsheet and word processing programs and possess to flexibility to learn other programs as necessary.
- Must be familiar with administration of public agency and applicable reporting requirements.
- Must be able to establish and maintain effective working relationships with LTADD Staff, Board members, City and County government officials, as well as other governmental officials; including, the general public.

- Must display sound judgment, perform under stressful conditions, and make timely and accurate decisions.
- Must be able to act as an ambassador for LTADD at functions, create professional reports, and be an effective public speaker.
- Must hold a valid Kentucky Real ID Driver's License.
- LTADD is a drug free work place and an EOE, AA, ADA, Title VI employer. This position may require skills testing and criminal background screening.

Work Site:

General office setting; however, flexibility for travel and mobility to attend meetings is a must. May require walking, flying or operating a vehicle. This position requires attendance of after hour meetings and occasional overnight travel with limited notice.

Workplace Hazards:

No known hazards exist in the workplace. Must operate a staff vehicle and general office equipment in the course of daily duties.