



Lincoln Trail ADD

Job Description

Communications Director

Pay Grade 20

STATUS	
Date: 1 October 2025	Division: LINC
FLSA Status: Exempt	Reporting Authority: LINC Operations Director
Supervisory Responsibility: All Department Team Members	

Position Overview:

The incumbent develops, implements and manages communication strategies to promote our brand, engage our stakeholders/audiences and supports our business goals. Presents strong written and oral stories across social media, news outlets, newsletters and other necessary mediums.

Leadership Focused Responsibilities:

- Oversee the day-to-day functions of the department (load the train).
- Provide guidance, surge support or fill-in for team members when necessary.
- Ensure all spend downs remain on track of \$0 balance and in coordination with division leadership, ensure the division is profitable.
- Ensure all federal, state and agency policies and procedures are implemented and executed.
- Assist division leadership in setting the leadership and cultural standard pursuant to LTADD's values and leadership philosophy.
- Conduct performance evaluations and manage personnel issues within the department.

Duties & Responsibilities:

- Write, edit, and proofread a wide range of communication materials, including press releases, articles, blog posts, social media content, internal announcements, and website copy.
- Manage LTADDs websites by managing content, relevancy, branding and presentation.
- Develop and maintain a content calendar to ensure a steady stream of timely and relevant information.
- Create compelling visual content (e.g., graphics, videos, presentations, photography) in collaboration with marketing and design teams.
- Oversees the development and execution of comprehensive communication strategies that align with our objectives.
- Manage and grow the company's social media presence across various platforms (e.g., LinkedIn, X, Facebook, Instagram) by creating and posting engaging content and interacting with followers.

- Monitor and analyze media coverage and public perception, providing regular insights and recommendations to enhance our reputation.
- Manage internal communications, including company-wide memos, employee newsletters, and announcements to foster a strong company culture and keep staff informed.
- Cultivate and maintain relationships with media contacts, journalists, and key influencers to secure positive media coverage.
- Provide support for public relations campaigns, special events, and press conferences.
- Assist in the development and implementation of crisis communication plans to manage and mitigate negative publicity.

Education & Experience:

- Required: Bachelor's Degree from an accredited university in Communications, Journalism, English or related field and at least three (3) years related experience and, in a leadership/management role.

General Qualifications:

- Must have proven computer literacy/skills and experience with software programs such as Microsoft Word, Excel, PowerPoint, Access, etc. and knowledge of creating and editing of Adobe Acrobat PDF.
- Must be a motivated self-starter; able to skillfully organize, plan, manage, and implement multiple projects with a variety of due dates.
- Must have good oral and written communication skills for training or conveying information of a technical nature.
- Must display sound judgment, perform under stressful conditions, and make timely and accurate decisions.
- Must be able to establish and maintain effective working relationships with LTADD Staff.
- Must be able to act as an ambassador for LTADD at functions; create concise, professional reports; and, be an effective public speaker.
- Must hold a valid Kentucky 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 over open terrain, 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.