

COMMUNICATIONS DIRECTOR

Organizational Overview

For over 30 years, the Allegheny Regional Asset District (RAD) has invested in Allegheny County's quality of life through financial support of public libraries, parks and trails, regional attractions, arts and cultural organizations, sports and civic facilities, public transit, and local municipal services — all funded through a countywide one percent sales and use tax.

RAD now seeks a Communications Director to lead and elevate its voice, ensuring the public understands the extraordinary impact of RAD funding.

Job Purpose

The Communications Director will shape and steward RAD's brand, reputation, and storytelling through our regional assets. This role is responsible for developing and implementing a comprehensive communications strategy that promotes RAD's mission, amplifies its impact, and engages diverse audiences through multiple forms of media.

Think of it as being the publicist for everything RAD makes possible — from cultural events to a simple walk in the park — and the champion who ensures RAD's story is told clearly, creatively, and consistently.

This position requires teamwork and collaboration in person at the RAD office located downtown.

Key Responsibilities

- Lead media relations and brand visibility: Build and sustain strong relationships with local and regional media; secure earned coverage that drives awareness and credibility.
- Advance RAD's brand identity: Broaden awareness of RAD's mission and impact across Allegheny County and beyond.
- Content creation and storytelling: Write and edit compelling copy for press releases, newsletters, annual reports, speeches, and digital platforms. Copywriting is the star skill here.
- Digital communications: Manage RAD's website, email newsletter, and social media presence; grow loyal audiences and foster engagement.
- Annual report production: Fully lead the creation of RAD's annual report, a cornerstone publication showcasing RAD's investments and impact.

- RAD Pass events: Coordinate the year-round series of free opportunities under the RAD Pass brand, working closely with RAD-funded organizations and partners.
- Public appearances: Organize and manage interviews, speaking engagements, and public appearances for RAD leadership and board members.
- Crisis communications: Serve as spokesperson and lead point person for media interactions and crisis response.
- Project management: Oversee communications projects, budgets, and vendor relationships.
- Other duties as assigned: Flexibility to support RAD's evolving communications needs.

Priority Specific Duties

- Produce and collect all content for RAD's Annual Report (top priority).
- Coordinate RAD Pass: Year-Round Fun for Everyone events and opportunities.
- Maintain and update website and email newsletter content.
- Issue press releases, media alerts, and respond promptly to inquiries.
- Serve as the RAD Right to Know officer.
- Build and nurture RAD's social media following, particularly on Meta platforms.

Desired Skills, Experience, and Qualifications

- Demonstrated experience in communications, public relations, marketing, or journalism. Bachelor's degree preferred.
- Exceptional editorial, written, and verbal communication skills; ability to craft clear, concise, and creative messaging.
- Strong understanding of brand voice and ability to connect with diverse audiences — from families to civic leaders.
- Proficiency with digital tools and platforms, including content management systems (WordPress preferred).
- Knowledge of promotion, marketing, and branding tactics, especially for event and program awareness.
- Highly self-motivated, energetic, and able to manage multiple projects simultaneously.

- Experience in nonprofit or government settings is a plus, but not required.
- Background or personal interest in the arts and culture sector is a plus.
- Experience organizing media events, press conferences, or public programs.
- Strong project management skills.
- Have the ability to travel throughout Allegheny County to visit regional assets and capture their story.

Compensation & Benefits

This is a full-time position with a salary range starting at \$70K (negotiable with demonstrated experience) and a comprehensive benefits package including medical, dental, and vision insurance, as well as generous paid time off (holiday, vacation, personal, and sick days).

To Apply

Interested candidates should email a resume and cover letter describing their fit for the position and salary requirements to jobs@radworkshere.org with the subject line "Communications Director". Position is currently available.

Allegheny Regional Asset District (RAD) is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender identity, sex, national origin, disability, or protected veteran status.