



Job Description: Director of Communications

LOCATION: Chattanooga, TN

About CO.LAB

CO.LAB is a nonprofit startup accelerator that supports entrepreneurial growth in southeast Tennessee. We work with companies ranging from Main Street businesses to tech startups scaling into major markets. As the front door for entrepreneurs in the region we help entrepreneurs:

- refine their business models
- test their ideas with customers
- connect with a community of mentors and business experts
- prepare to go to market
- pursue pilot partnerships
- attract capital
- and much more

Our team is small but CO.LAB has an outsized impact on the local startup ecosystem. Check out our [2020 Insights Report](#) to learn more about us!

About the Position

The CO.LAB Director of Communications will serve as strategist, content creator, leader, and manager of the full range of CO.LAB communications—both internal and external. This position will report to the CEO, will work closely with the full CO.LAB team and be a member of the CO.LAB Senior Leadership Team.

You should be able to:

- Conceptualize, write, and disseminate messaging;
- Create strong identity and branding;
- Manage a public relations strategy including developing and disseminating press releases;
- Develop materials and messaging that support sponsor and collaborating organizations;
- Produce materials to use with prospective and existing sponsors;
- Develop talking points and draft speeches, presentations, and content for the CEO;
- Work with contractors on everything from graphic design, video production, social media strategy, etc.

We are looking for an energetic professional who is experienced in handling a wide range of communications and marketing-focused tasks and is able to work independently with little or no supervision.

This is an exciting opportunity for an ambitious individual, who is passionate about CO.LAB's mission, and wants to make a difference in the greater Chattanooga area.

Responsibilities

The responsibilities of the Director of Communication include but are not limited to:

COMMUNICATIONS STRATEGY

- Play a leading role in the development of CO.LAB's communications goals and objectives including identifying where contractors will be needed to support these goals and objectives
- Participate in CO.LAB's strategic planning and implementation process
- Lead the refresh of CO.LAB's website and affiliated sites
- Lead the process of updating CO.LAB's brand guidelines and materials
- Implement emerging communication technologies and trends, provide comprehensive metrics and analysis, and ensure that CO.LAB maximizes its use of available channels
- Work with the CEO and other members of the Senior Leadership Team to ensure that the CO.LAB's messaging reaches important constituencies, including entrepreneurs, investors, press, sponsors and prospects, and the broader Chattanooga community.
- Lead CO.LAB's external-facing digital content to include the website and social media platforms, and monitor and respond to social media posts

PUBLIC RELATIONS

- Serve as the agency public relations director by responding to all media inquiries or requests.
- Draft and publish all external communications such as press releases, one-pager, fact sheets and FAQ's.
- Develop talking points and draft speeches, presentations, and content for the CEO

PROJECT MANAGEMENT

- Work with the CEO and Senior Leadership Team on developing materials for sponsors and prospective sponsors
- Develop a communications plan specific to individual CO.LAB events and programming including Startup Week 2021
- Own communication-related initiatives within the organization include branding updates, website redesign, and the development and launch of new external-facing communication channels (think Medium, additional targeted websites, etc.)

Qualifications and Experience

Required

- At least six years of professional work experience in the communications space, with increasing responsibility over the tenure.
- Ability to perform under pressure with tight deadlines.
- Outstanding oral and written communication skills.
- Excellent MS Office (specifically Excel) skills.
- Ability to work in a Google Suite office environment.

Desired

- Bachelor's degree in communications, marketing, business or a related area.
- Passion for entrepreneurship and/or economic development

Essential Personal attributes

- Team player committed to the CO.LAB's vision, mission, values and goals and passionate about supporting startups and small businesses.
- Ability to work independently, displaying strong initiative in solving day-to-day problems with limited direction.
- Ability to build relationships with a wide range of individuals from diverse backgrounds.
- Entrepreneurial and driven individual with strong organizational skills, exceptional attention to detail, and a can-do attitude.
- Ability to identify communications and marketing weakspots, and propose solutions.
- Ability to manage multiple projects on parallel and competing deadlines.

- Ability to work independently, displaying strong initiative in solving day-to-day problems with limited direction.

Application Instructions

Applications should include a resume, cover letter (maximum one page) and contact details of two references.

Please send applications by email in PDF format to jobs@colab.is, including 'Director of Communications' in the subject line. **There is no closing date and interviews will take place on a rolling basis until the position is filled.** Please note that only candidates selected for further consideration will be contacted. No agencies please.

CO.LAB is an Equal Opportunity Employer and encourages candidates of all backgrounds to apply for this position. Applicants must be eligible to work in the United States.