JOB DESCRIPTION
VICE PRESIDENT, ADVOCACY AND VOICE
PLASTICS INDUSTRY ASSOCIATION

Reports To: President and Chief Executive Officer
FLSA Exemption: Exempt
Office Location: Headquarters -Washington, D.C.

Company Intro: The Plastics Industry Association (PLASTICS) is a D.C.-based trade association that supports the entire value chain for the $432 billion plastics industry including nearly one million workers in the United States.

General Summary: Lead and oversee the organization’s marketing, communications, and public relations strategy and vision. Develop and manage all internal and external communications, especially advocacy messaging and public affairs programs for the association. Responsible for targeting appropriate audiences and communications vehicles media representatives; government officials (legislators, regulators and their staff); and other targeted audiences as well as working in concert with other industry partners. Work with leadership team and staff to recognize internal and external communications opportunities and solutions, and to define and execute appropriate strategies to support them.

Essential Functions:

- Direct management of all Plastics Industry Association (PLASTICS) marketing, communications, PR, staff and programs.
- Serve as a media liaison for PLASTICS and provide communications support and strategic guidance to staff and members.
- Devise public affairs program guidelines and policies and develop relationships
- Develop and manage advocacy messaging and public affairs programs for the association. Oversee campaign implementation, and provide quality control for communications programs, marketing and media activities and special events.
- Advocate strongly for the value of plastics.
- Developing a significant, robust, impactful social media and digital media following.
- Promote plastics recycling and innovations in sustainability in plastics design and processing, etc.
- Respond rapidly to media inquiries and highlighting the benefits that plastic materials and products provide.
- Building partnerships with other environmentally conscious organizations.
- Develop crisis communications strategies.

Relationships:
Internal: Staff, membership, consultants
External: Media, non-member companies, industry coalitions and NGOs.

Job Qualifications:
Education: Bachelor’s degree in communications, Public Relations or Journalism. Master’s degree preferred.
Experience:
- At least fifteen years of progressive communications experience to include writing and editing. Proven track record in a broad range of advocacy campaigns, public relations, marketing, and communications activities.
- Media savvy.
- Association experience working with committees. Experience in managing a diverse marketing and communications team.
- The ability to organize and manage multiple priorities. Problem solving and analysis at both strategic and functional levels.
- Subject matter familiarity on manufacturing, environmental, energy, recycling and sustainability issues a plus.
- Marketing experience in a SaaS environment as well as agency experience is a plus. Solid knowledge of SEO, web analytics and Google Adwords.

Core Competencies
- Ability to make clear and strong presentations, to listen effectively and clarify information, when necessary, and foster an atmosphere of open communications.
- Ability to communicate well with management, other departments and customers both individually and in front of a group is imperative.
- Ability to both interact with Member companies and elicit support and creative thinking from member company representatives on a pro-active basis.

Interested applicants should send cover letter, salary requirements, and resume to HR@plasticsindustry.org.

About Us: PLASTICS is a dynamic organization with an ambitious team, striving for growth and success. Together we shape the direction of the entire plastics industry. Employees have the opportunity to grow, learn, and impact both the industry and our association. We are passionate about sustainability and recycling initiatives. We offer generous benefits including health, dental, vision and life insurance, competitive salaries and a 401(k) plan with employer contributions. We work hard, we play hard and we value a work-life balance. To learn more about PLASTICS, go to plasticsindustry.org.