

KSI is pleased to announce an opening for the position of **Director of Communications**. This full-time role is responsible for developing and implementing a comprehensive communications strategy that enhances organizational visibility, strengthens brand identity, and advances our mission of supporting adults with disabilities.

The Director of Communications will oversee media relations, digital communications, marketing, storytelling, and public relations. All messaging must reflect KSI's values of dignity, inclusion, and an asset-based, person-centered approach. The position works collaboratively with leadership, program staff, Mission Advancement, and community partners to promote awareness, support fundraising efforts, enhance recruitment, and engage stakeholders.

Communications & Public Relations

- Build and maintain relationships with media outlets.
- Prepare press releases, media advisories, and public statements.
- Coordinate interviews and serve as media liaison.
- Manage crisis and emergency communications.
- Identify opportunities for positive media coverage.

Digital Communications

- Manage and update the organizational website.
- Oversee social media platforms and develop engaging content.
- Create digital campaigns to increase awareness, engagement, donations, and recruitment.
- Monitor analytics and evaluate communication effectiveness.
- Ensure digital content meets accessibility standards.

Marketing & Brand Management

- Design or oversee brochures, newsletters, annual reports, videos, and promotional materials.
- Coordinate photography and storytelling efforts while protecting participant privacy.
- Support recruitment marketing initiatives.
- Promote organizational events and community activities.

Development & Community Engagement

- Partner with Mission Advancement on fundraising campaigns and donor communications.
- Cultivate community support and serve as an ambassador for KSI initiatives.
- Organize and execute the Annual Golf Tournament and Annual Dinner.
- Promote special events, volunteer opportunities, and sponsorships.
- Develop compelling mission-driven stories.
- Promote production services and community work crew partnerships.
- Deliver presentations to community groups in coordination with leadership.

Qualifications

- Bachelor's degree in Communications, Marketing, Public Relations, or related field preferred.
- Minimum of five years of experience in communications, marketing, or public relations.
- Strong writing, editing, and storytelling skills.
- Experience managing digital platforms and social media.
- Ability to work collaboratively across departments.
- Commitment to person-centered, dignity-driven communication.

**KSI, Inc. provides equal employment opportunities to all employees and applicants for employment
F/M/Veterans/Disabled/Sexual Orientation/Gender Identity**