

NABE Seminar – August 3, 2006

What a Communications Professional Expects of Their Executive Director

- To understand that your organization will function better when a communications professional has a seat at the table at the highest levels of the organization.
- To be included at the beginning of all important discussions about communications, marketing, public or media relations and stakeholder management.
- To consult your communications professional about the potential impact and relevant politics of important decisions before they are made.
- To understand that no one communications professional or department is ever going to change the reputation of lawyers.
- To understand that media relations is a complicated, strategic and delicate business.
- To help your communications professional fight off individuals and groups that want to dictate the content of your publications.
- Communications decisions should be made by your communications professional, not by others who don't have the appropriate experience and expertise.
- To be an advocate for the communications function with your board and staff.
- Prompt responses.
- Do not micromanage.

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What an Executive Director Should Expect From Their Communication Professional

- A professional who gives wise advice and helps you avoid problems before they occur.
- Strategic analysis and planning.
- Honest feedback; not a “yes” person.
- Excellent written and oral communication skills.
- Understanding of multiple communication channels and skill in crafting messages for particular uses and audiences.
- Highest personal and professional standards.
- Keeps up to date on technology and industry trends.
- Creative and innovative thinker.
- Ability to handle tight deadlines and juggle multiple priorities.
- A keen understanding of the internal and external politics of the organization so they can help you make effective decisions.