Job Description: Director of Public Affairs & Communications

Coca-Cola Beverages Florida is an independent Coca-Cola bottling company. Headquartered in Tampa, Florida, Coca-Cola Beverages Florida will have exclusive franchise rights to market, promote, distribute and sell products of The Coca-Cola Company throughout Tampa/St. Petersburg, Ft. Myers, Ft. Pierce, Lakeland and Sarasota.

Coca-Cola Beverages Florida seeks to add a key member to its leadership team by employing a dynamic, business executive as its next Director of Public Affairs & Communications (PAC).

The Director of PAC will be responsible for managing the core public affairs and communications accountabilities for the Company, including government relations/issues management, community relations/business development, media relations/external communications and employee/internal communications.

Further, the Director of PAC is responsible specifically for the results of the public (consumer) affairs function and related responses to consumer complaints and inquiries. The Director of PAC will develop and implement key public affairs and communications initiatives; act as spokesperson to media and assist with company political action committee.

Responsibilities

- Government Relations (50%), Public Relations/Community Relations, Media Relations and Consumer Relations (Total of 50%). Specifically: Legislative and regulatory affairs at the local, state and federal levels for the purpose of both protecting Company profitability and promoting its volume growth, hiring outside consultants to assist, as necessary.
- Employee grassroots advocacy efforts in each marketplace within the Company; Coalition-building to successfully battle legislation harmful to agenda, financial interests and public image of Company and product.
- Active promotion of the interests of Company regional businesses in industry associations, trade organizations and community groups, advising senior managers of plants when and where it would be worthwhile for them to become involved themselves.
- Community Relations programs linked to regional businesses’ marketing and sales relationships; focus on strengthening relationships with local public officials, community leaders, with the education / youth market channel and the retail trade.
- Conduct facility / plant tours for local, state, and federal public officials and community leaders to explain the Company’s contribution to the local economy and to build strong relationships within the communities where regional businesses operate.
- Assist sales and marketing groups in the execution of public relations programs. Particular focus on partnership with cold drink managers on relationship building efforts and communications with local educators, principals, superintendents on issues in the education area. Assist in the marketing communication plan on other consumer promotion in all channels.
- Develop in-plant environmental / recycling programs and encourage participation in local community-based recycling programs.
• Write, edit and / or deliver speeches, correspondence and presentation to community leaders, schools, other employees and elected officials. Implement the speakers’ bureau program within respective Company groups and divisions.
• Support human resources, marketing / sales and legal in the development of communication strategies and messages to maintain a positive working relationship with any internal or external group or audiences consistent with our Company’s Putting Our People First philosophy (i.e. unions, media, customers, suppliers, employees, etc.). Develop and execute communications plans to support human resources and legal in employee relations issues management initiatives.
• Build relationships with regional purchasing councils and enhance the supplier diversity development program through grassroots efforts.
• Serve as primary spokesperson for Company in responding to retail trade press and local media regarding Company activities. The position will assist Company senior management team in determining who would be appropriate media spokesperson regarding marketing promotions, product issues and customer or consumer issues. Conduct regular media training for sales center managers.
• Write, edit, and distribute press releases and organize press conferences to publicize local promotion and activities. Distribute press materials to employees and local media; Build relationships with select media and reporters in Company’s territories. The media focus will primarily be toward the retail trade press, business, education and any local media.

Skills and Knowledge

• Coaching (Motivating, Provide Feedback, Develop Others)
• Attention to Detail
• Delegates
• Perceptive (Observant)
• Leadership (Visioning, Commitment, Decisive, Persuading, Influencing)
• Strong Negotiation skills
• Strong Communication Skills (Listening, Speaking, Writing, Inquiring)
• Strong Presentation Skills
• Entrepreneurial (Risk Oriented, Competitive)
• Analytical Thinking (Strategic Thinking Systematically, Problem Solving)
• Creative Thinking
• Customer Focused
• Change Management
• Project Management
• Process Management

Traits

• Strong moral character
• Good Judgment
• Team Player
• Good conceptual skills
• Great communication skills to be effective in the regional market
• Has great initiative
• Innovative
• A motivator that inspires trust and loyalty

Experience

• BS/BA degree required; MBA/Master’s degree preferred
• A minimum of five years of experience that includes four or more of the following: direct lobbying for a private group or a trade association; public policy issues management; local, state or federal staff work for one or more elected officials;
• Supervisory experience in a campaign: public relations management; community relations management; grassroots campaign responsibility
• Effective work with the local and state media.