

Vice President, Communications and Public Affairs

REPORTS TO: President & CEO

POSITION TYPE: Full-Time Exempt

POSITION PURPOSE: Lead external and internal communications efforts for CDIA.

ABOUT CDIA: The Consumer Data Industry Association (CDIA) is the voice of the consumer reporting industry, representing consumer reporting agencies that includes the nationwide credit bureaus, regional and specialized credit bureaus, background check companies, and others.

Founded in 1906, CDIA promotes the responsible use of consumer data to help consumers achieve their financial goals, and to help businesses, governments and volunteer organizations avoid fraud and manage risk. Through data and analytics, CDIA members empower economic opportunity, help ensure fair and safe transactions for consumers, facilitate competition, and expand consumer access to financial and other products suited to their unique needs.

POSITION DUTIES:

- Lead all communications and public affairs efforts on behalf of CDIA; collaborate with CDIA staff, especially its GR and Policy shops; work with members' Communications teams; and CDIA's outside Public Relations agency.
- Manage and lead a 2-year campaign around the Fair Credit Reporting Act; including the selection and oversight of an outside PR agency; efficient response and task assignments as they develop; and the ability to generate ideas and drive to consensus.
- Lead and develop strategic long term internal and external communications programs that support CDIA members in public and policy settings.
- Evaluate, retain, and manage outside PR agency for use on all aspects of communications strategies and support, including earned and owned media; digital and social; website; and content creation.
- Provide day-to-day strategic counsel on communications best practices and approaches in support of the CDIA's federal, state, and regulatory advocacy agendas.
- Build and nurture strong relationships with local and national financial services and consumer affairs media, positioning the organization as the "go-to" source for information on the consumer reporting ecosystem.
- Interact with media at all levels, serving as on- and off-the record spokesperson; determining when other CDIA staff should speak to media on- and off- the record; message creation in concert with CDIA membership.
- Compose CDIA press releases, speeches, presentations, biweekly member update, and other association content.
- Manage all social media.
- Manage website content by giving final approval for all content before it is posted and the generation of ideas and topics for inclusion.
- Participate in management and stewardship of CDIA as a senior member of the team, including providing high level management and communications advice.

POSITION REQUIREMENTS:

- Ability to translate complex policy issues into well-written material for public consumption.

- Strong knowledge and experience with editing and proofing.
- Proficient in current Microsoft Office.
- Ability to multi-task and maintain attention to details.
- Ability to work independently while focusing on deadlines and priorities; deliver results at a fast pace within short time frames.
- Prior consultant, trade association and/or project management experience; interest in social media and website development.
- Excellent interpersonal skills and the ability to work well with others.
- Must be a motivated and proactive problem-solver.
- Willingness to work alongside colleagues wherever needed; small team with an “everyone must chip in” ethos.
- Bachelor’s degree: Journalism or English degree preferred.
- 7-10 years’ experience in public affairs/public relations/journalism.
- Limited travel; 5 -10%

WHAT CDIA OFFERS YOU:

- Competitive benefits package that includes health, dental, vision, disability and life insurance.
- All federal holidays as well as vacation and sick leave.
- Work from home flexibilities.
- Ability to run your own department with creative and process control.

Interested parties please submit a resume to resumes@cdiaonline.org