

**Alenia North America Inc.**  
**Position Description**

**Date: 9/7/2010**

**Job Title: Director - Communications**

**Location: Washington, DC**

**Business Unit/Department: Communications**

---

**Position Summary:**

The Communications Director will implement strategic, multi-faceted marketing, communications and branding programs designed to build and strengthen the company's role and reputation within its markets. This position is also responsible for maintaining lines of communications with all media outlets, drafting papers including speeches, white papers and talking points, and managing trade-shows. This position will be responsible for interfacing with partner companies in the North American market for strategic positioning, marketing, communication, events, and public/community relations.

---

**Position Responsibilities (Include, but are not limited to the following responsibilities):**

---

- Implement marketing, communications, events, public relations and community relations strategies and implementation of plans for corporate, program and product specific campaigns
  - Day-to-day management of all outside consultants involved in marketing, communications, public relations and events
  - Draft speeches, white papers, talking points and other necessary documents
  - Serve as the coordinator between the parent company, partners, suppliers, customers and subsidiaries in the development and implementation of strategic positioning, marketing, communication, public relations, events and community relations
  - Implement Corporate and product-specific advertising campaigns, independently or in coordination with strategic partners including marketing materials, brochures, advertising, website graphics, images, DVD's and other collateral material as needed
  - Oversee external website/intranet for specific products and programs
  - Develop and maintain relationships with the advertising community in targeted markets
  - Place advertisements with publications – either directly or through outside consultants
  - Prepare senior company leadership for interviews with the media, including periodic media training
  - Develop relationships and maintain contact list for North American journalists of interest, including mainstream, trade and local media
  - Develop and maintain information for public distribution including press kits and fact sheets
  - Develop and maintain relationships with community organizations in local areas of interest
  - Coordinate press tours of facilities for foreign journalists visiting North American facilities and North American journalists visiting Italian facilities.
- 

**Position Requirements:**

---

- Bachelor's Degree or global equivalent in communications, English, Journalism or Business.
- Business travel is expected for this position.
- Typically 10 or more years experience working in public relations agencies or a corporate communications function.

*The above statements are intended to describe the general nature and level of work being performed. They are not intended to be a list of all responsibilities, duties and skills required. Specific duties may change without notice.*