

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

**Job Title:** Director/Senior Manager, Communications  
**Business Unit/Department:** Communications  
**Reports To:** Vice President of Government Relations and Communications

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**Position Summary:**

The Communications Director/Senior Manager will implement strategic, multi-faceted marketing, communications and branding programs designed to build and strengthen the organization'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 hosting trade-shows. This position will answer directly to the VP of Government relations and Communications and is responsible for interfacing with partner companies in the North American marketplace for strategic positioning, marketing, communication, events, and public/community relations.

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**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 under the direction of the VP of Government Relations and Communications
  - 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
  - Identify, plan and oversee participation at conferences, exhibitions, tradeshow, golf outings, fundraisers and industry related events
  - Provide regular updates on ongoing activities of interest to senior leadership
  - Develop and maintain a list of publication subscriptions for Alenia North America corporate HQ
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**Position Requirements:**

- BS/BA in Communications, journalism or a related field of study
- Minimum of 5-7 years experience in communications, public relations or related field
- Must be well versed in Microsoft office suite
- Italian speaking is a plus
- Must have exemplary written communications skills
- Well versed in dealing with all forms of media outlets

**Alenia North America is an EEO-M/F/D/V employer.**

**Revised 6/29/2010**

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**Employee:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Supervisor:** \_\_\_\_\_ **Date:** \_\_\_\_\_

*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.*