

EXECUTIVE POSITION PROFILE

Director, External Communications

CFP BOARD

CERTIFIED FINANCIAL PLANNER BOARD OF STANDARDS, INC.

This search is being conducted by:

VettedSolutions

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I. Opportunity

The **Director, External Communications** promotes awareness and builds recognition of CFP Board and the CFP® certification among external stakeholders including the public, the media, thought leaders and policy makers.

Essential Functions

- Creates, implements and measures annual and long-term strategic external communications plan(s) to promote CFP Board, strategic outcomes, public policy initiatives and awareness of CFP® certification.
- Develops messages and write stories that persuasively shapes how CFP Board presents its positions to the media, CFP® professionals and other audiences.
- Coordinates a consistent organizational image in all external communications.
- Develops and implements integrated communications strategies and tactics (earned media, consumer education, social media) increase awareness of CFP® certification and financial planning among consumers as part of the Public Awareness Campaign.
- Proposes strategy, creates messaging, and crafts industry responses for crisis communications, issues management and advances/protects reputation through earned media.
- Manages media inquiries and interview requests, leverages existing media relationships and cultivates new contacts within business and industry media to raise the visibility of CFP Board, its CFP® professionals and leadership.
- Serves as lead spokesperson and represents CFP Board on advisory groups as required.
- Manages all of CFP Board's social media accounts and implement strategies to grow the organization's social media presence, following, and overall traffic.
- Provides strategic communications counsel to CFP Board's leadership including media training and coaching.
- Provides effective direction to consultants and partner organizations.

- Creates materials for staff in other departments with a communications eye for clarity and consistency.
- Provides editorial review and guidance on external communication deliverables.
- Tracks media coverage, analyzes trends and makes strategic recommendations on CFP Board media activities.
- Develops and manages cross departmental social media strategies.
- Develops and manages external communications events (e.g. sponsorships, underwriting opportunities, and speaking opportunities) for volunteer leaders, CEO, senior staff and ambassadors/advocates to advance organizational outcomes and goals.
- Performs other duties as assigned.

Background, Skills, Abilities Preferred

- Bachelor's degree in Communications/Journalism or equivalent experience.
- Strong knowledge of the PR field including experience in media relations, press campaign development and execution of creative, strategic and well-thought communication plans.
- Superb writing skills as well as excellent verbal and interpersonal skills; good judgment and instincts with problem-solving.
- Experienced in editorial review and quality control of written communications.
- Ability to develop and pitch ideas/stories to media and to communicate effectively and persuasively in a variety of environments.

- Proven strategic thinking and analytical skills to drive successful public relations programs.
- Adeptness at working with and meeting the needs of senior management; a willingness to provide counsel as well as listen and take direction.
- Consensus builder with the ability to gain internal respect with superiors, peers, subordinates and volunteers.
- Strong team player.
- Ability to operate with a sense of urgency with rapid response capabilities.
- An independent and strategic thinker, able to take initiative and follow through on projects.
- Experience analyzing, distilling and communicating data .
- Demonstrated success as a company spokesperson to the press and other outside organizations.
- Must have experience in crisis communications.
- Ability to build and manage budgets.
- Experience managing people.
- Some travel required.

About CFP Board

Certified Financial Planner Board of Standards, Inc. is the professional body for personal financial planners in the U.S. CFP Board sets standards for financial planning and administers the prestigious CFP® certification – one of the most respected certifications in financial services – so that the public has access to and benefits from competent and ethical financial planning. CFP Board, along with its Center for Financial Planning, is committed to increasing the public’s awareness of CFP® certification and access to a diverse, ethical and competent financial planning workforce. Widely recognized by firms and consumer groups as the standard for financial planning, CFP® certification is held by over 86,000 people in the United States.

Digital Presence

Web: www.cfp.net
 Twitter: [@CFPBoard](https://twitter.com/CFPBoard)
 Facebook : [@CertifiedFinancialPlannerBoard ofStandards](https://www.facebook.com/CertifiedFinancialPlannerBoardofStandards)

III. About Vetted Solutions

Vetted Solutions is a Washington, D.C. based executive search firm specializing in serving the association and nonprofit sectors. We focus on CEO and senior staff positions. For confidential consideration, please email your resume and cover letter to CFPBOARDDECsearch@vettedolutions.com or contact Vetted Solutions at +1 202 544 4749.

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