

POSITION TITLE: COMMUNICATIONS DIRECTOR – “*Campus Party. The Silicon Valley Tech Festival*”

Reports to: Corporate Marketing

DUTIES AND RESPONSIBILITIES:

General purpose:

The **Communications Director** is responsible for developing and implementing an effective, world-class communications plan for FUTURA Networks USA and increasing the visibility of both “*Campus Party. The Silicon Valley Tech Festival*”, the first U.S. edition of the global technology festival, and its organizer, FUTURA Networks USA throughout the United States. The **Communications Director** is responsible for the development, integration, and implementation of a broad range of public relations activities relative to the strategic direction and positioning of FUTURA and the “*Campus Party*” festival. This individual will be the ambassador for the Organization, and will be responsible for building strong relationships with media. S/he will develop, implement and maintain Futura Networks’s relationships with key national (California and the rest of the US), reporters, marketing and media agencies, Universities and other key players to reach our target audience.

The **Communications Director reports directly** to the Corporate Director of Marketing and will work closely with the Chief Executive Director of Futura Networks USA. This position is located in our office in San Francisco, CA.

Responsibilities:

- Develop and implement an *integrated strategic communications plan* for FUTURA Networks USA (within the Futura Networks’s Global Operating Framework) and develop the company’s US brand.
- To increase the visibility of the Event (“*Campus Party Silicon Valley*”) across key stakeholder audiences.
- Create a marketing and public relations strategy that will allow FUTURA to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including media and key industry influencers.
- Shape and reinforce the image of “*Campus Party Silicon Valley*” as the biggest Internet event in the US in the areas of innovation, creativity... etc.
- Oversee development of all FUTURA Networks USA communications material
- Actively engage, cultivate, and manage press relationships to ensure coverage surrounding our Tech Event and other US projects.
- Integrate “on line” and new media strategies into overall communications strategy.
- Create and maintain excellent systems for tracking and reporting media placement and contacts.
- Coordinating regular updates to key partners.
- Serve as a spokesperson and lead point person on media interactions that help promote and/or impact the Organization.
- Exercise judgment to prioritize media opportunities, and prepare talking points, speeches, presentations and other supporting material as needed.
- Manage a team to support the development and execution of the Communication strategy.

- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality.
- Establish and monitor staff performance and development goals, assign accountabilities, set objectives, establish priorities and conduct annual performance appraisals.

Qualifications:

The position offers entrepreneurial challenges with considerable opportunities for professional growth and to contribute meaningfully to building one of the world's most important technology events in the areas of Innovation, Creativity, Science and Digital Entertainment:

Candidates should possess a track record of success working with new and traditional media.

The successful candidate will bring the following skills and attributes to the position:

- Bachelor's degree in journalism, communications, or related field is required, an advanced degree is preferred.
- Minimum 10 years experience in a senior communication role either in-house or with an agency.
- Demonstrated skill and comfort in proactively building relationships with top tier reporters and editors, and in successfully positioning subject matter with the media to achieve high-impact placements.
- Strong track record working with new and traditional media.
- Ability to work quickly and cooperatively under pressure.
- Energetic outlook and commitment to our mission and objectives.
- Excellent verbal, written, and interpersonal communication skills and attention to detail.
- Innovative thinker, with a track record for translating strategic thinking into action plans and output.
- Excellent judgment and creative problem solving skills, including negotiation and conflict
- Superior team management skills.
- Ability to make decisions in a changing environment and anticipate future needs
- Energetic, flexible, collaborative and proactive.
- Passion for technology, science and new media.
- Spanish speakers a plus as you will be working with an international team with offices in Spain, Colombia, Mexico..etc.

About FUTURA Networks:

Among other projects and services, **FUTURA** Networks organizes Campus Party -- the largest global technology festival held in five countries annually, with plans to expand to five continents within the next two years.

Described as SxSW meets Burning Man meets Makers Faire meets Bar Camps (*Daniel Ben-Horin, TechSoup Global Founder*), Campus Party is a major influencer in innovation, creativity, science and digital entertainment. For 7 days, thousands of young technophiles live surrounded by a unique and wonderful environment. Campus Party was founded in 1997 as an event for Internet enthusiasts, and has become an unmissable festival for understanding new technologies and building a global network of passionate young innovators.

Annual editions of Campus Party are currently held in Spain, Brazil, Colombia and México, with planning underway for future events in other countries.

To join our Global Community of "**campuseros**" or to get more information about FUTURA, please visit our website. <http://www.campus-party.org/>

More info: on the BBC: <http://xurl.es/LasVegas4Techies>