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Bethesda, Maryland 20814
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National Director, Marketing and Communications

Description

The National Director of Marketing and Communications will lead a fast paced Marketing and Communications Department, driving forward time sensitive messaging distributed across all communication channels to illuminate HA's mission programs and events, increase awareness of hydrocephalus to diverse audiences, and collaborate on the development of compelling messaging to drive donors to support our mission. The National Director of Marketing and Communications reports directly to the President and CEO and serves as a member of the organization's senior leadership team.

- The National Director of Marketing and Communications is responsible for developing and implementing communications/marketing strategies and plans that promote the organization, and meaningfully build, engage, and serve the HA community.
- The National Director, Marketing and Communications will ensure that HA is viewed as the primary source, disseminator, and conduit of trustworthy information and education within this diverse network and constituent base.
- The National Director, Marketing and Communications will demonstrate success through the measurable growth of our constituent database, increasing our digital footprint and traffic, and supporting increased revenue to the association.
- This is currently a 2.5 FTE department with agency and contractor resources. The National Director, Marketing and Communications will work collaboratively within HA's senior leadership team as the marketing and communications partner on a multiplicity of strategic initiatives. He/she will also work with external vendors, and technical teams.

Essential Job Responsibilities:

- In synchronization with the overall Hydrocephalus Association strategic plan, and through partnership with the Communications Committee, develop objectives that will lead to the success of HA's strategic pillars.
- Develop and lead an annual communications and marketing plan, including defining and tracking target metrics across multiple platforms to measure and analyze the level of engagement, assess the effectiveness of the plan, and provide strategic direction to reach set goals.
- Provide project management for all marketing and communications activities, including, but not limited to the HA print newsletter, e-newsletters, social media, print collateral, and HA website.

- Manage an aggressive SEO strategy, working in collaboration with contractors and HA staff.
- Implement a user segmentation plan across HA channels.
- Lead the generation of online strategies and content that engage and activate HA's varied audiences. Determine target audiences, appropriate HA channels, messaging and timing.
- Lead initiatives and drive concepts that engage HA's diverse audiences. These currently include HA CONNECT (national conference), Under Pressure Research Campaign, Hydrocephalus Awareness Month, webinar series, fundraising events and initiatives, and advocacy events.
- Conduct communication activities to reach revenue and community engagement goals.
- Oversee ad retargeting initiatives driving diverse communities to HA's website.
- Support revenue generation objectives and initiatives by working collaboratively with the National Director of Development to leverage HA's communication channels
- Coordinate and implement corporate partnership deliverables by working collaboratively with the National Director of Development.
- Expand and manage all media contacts, media outreach and public relations initiatives.
- Create and support media opportunities for the President and CEO, and serve as HA spokesperson as needed.
- Supervise Communications and Social Media Manager and contract writer.

Qualifications:

HA is seeking an accomplished Marketing and Communications professional who has at least 5 years of communications experience, ideally in an "in-house" leadership role within a complex (number and variety of constituents) nonprofit entity, and covering areas such as website content, newsletters, advocacy, and donor communications. The ability to take knowledge and transform it into exciting and useful messages, and disseminate it to the right audiences through the best distribution channels is critical.

- Highly collaborative style; experience developing, implementing, and tracking communications strategies.
- Excellent writing/editing and verbal communication skills.
- Experience with Google Analytics and multi-channel metric analysis.
- Experience planning and implementing SEO strategies.
- Marketing analytics skills.
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently.
- Relationship builder with the flexibility and finesse to "manage by influence."

- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels.
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters.
- Ability to function at a high level and balance competing priorities in a fast-paced organization.
- Experience with Blackbaud Raiser's Edge, Luminate Online, WordPress, Adobe Creative Suite, Google Analytics, and ad retargeting software preferred.
- Bachelor's degree required, Masters degree or Communications and/or Marketing certifications preferred.

Characteristics:

- Passionate about the Hydrocephalus Association's mission to find a cure for hydrocephalus and improve the lives of those impacted by the condition.
- Brings innovative thinking and plans to enhance mission programs and communication resources.
- Resourceful problem solver who can rise to new challenges and capitalize on emerging opportunities.
- Persuasive and articulate written, graphic, and verbal communication and presentation skills with the ability to translate complicated scientific and technical concepts into easily understandable terms for varied stakeholders and the general public.
- Willingness to learn new technology and tools.
- Be a trusted and informed resource for staff, partners and the broader community.
- Excellent interpersonal skills, including the ability to interact with scientists, medical providers, donors and community members at wide-ranging levels in a collaborative, effective manner. A record of success working with a team to achieve shared goals.
- Excels when managing self and others through change and brings a strong sense of excitement and optimism.
- Strong administrative and organizational skills with the ability to take initiative, handle multiple tasks concurrently, and work independently as well as collaboratively
- Demonstrated commitment to data-driven program development and evaluation.
- Commitment to diversity, equity, and inclusion.

Work Environment / Physical Requirements:

- This job will be performed primarily sitting at a desk and using a computer and phone.
- In order to perform the essential functions of the job, the employee must be able to walk, bend, occasionally lift or move up to 25 pounds, operate a computer and other office equipment.

- This position is remote-based; when in the national office work environment, the noise-level is usually low to moderate.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Travel will be required.

Reports to: President and Chief Executive Officer.

Status: Exempt.

EEO Statement:

Hydrocephalus Association is an Equal Opportunity Employer. Employment opportunities at the Hydrocephalus Association are based upon one's qualifications and capabilities to perform the essential functions of a particular job. All employment opportunities are provided without regard to race, religion, sex, pregnancy, childbirth or related medical conditions, national origin, age, veteran status, disability, genetic information, sexual orientation, gender identity or expression, leave status or any other characteristic protected by law.