Job Description

Position Title: Senior Director, Communications

Classification: Exempt, fulltime

Direct Reports: Marketing Manager, Communication Coordinators, Social Media Coordinator

Report to: Vice President for Advancement

Location: Springfield, VA

BACKGROUND:
Established in 2006, Hope For The Warriors is a civilian, 501(c)(3) nonprofit organization.

Mission: We believe those touched by military service can succeed at home by restoring their sense of self, family, and hope. Nationally, Hope For The Warriors® provides comprehensive support programs for service members, veterans, and military families that are focused on transition, health and wellness, peer engagement, and connections to community resources.

For more information about the organization’s programs, services, and activities, visit www.hopeforthewarriors.org.

CORE VALUES:
Hope For The Warriors understands the challenges, pride, and joy of being a military family. For today, tomorrow, and years to come, we will strive to meet the changing needs of service members and their families.

PRIMARY ROLE:
The primary role of the Senior Director of Communication will guide and execute the strategy for all communications with the goal to raise visibility and resources for Hope For The Warriors in the civilian and military communities.

PRIMARY JOB DUTIES AND RESPONSIBILITIES:

- Develop, implement, and evaluate strategic communications plan for the organization, programs, and mission.
- Expand reach and impact through strategic branding and messaging of both the organization and its programs.
- Create corporate and event sponsorship packets to increase program sponsorship and donations. Collaborate with Senior Director of Development to create and edit materials to gain corporate sponsorships.
- Manage development, distribution, and maintenance of all print and electronic collateral including information videos, advertisements, newsletters, brochures, program publications, flyers, annual report, fundraising letters, blogs, and more.
- Oversee and direct social media plan to promote organization, mission, and programs.
- Work closely and effectively with President, VP of Advancement, and team of senior directors; collaborate on program work to improve communication and visibility.
• Manage communication budget; optimize donated dollars to maximize visibility.
• Develop public relations plan and manage and build relationships with media connections across the country.
• Participate in the planning, organizing, and scheduling of quality programs, events, and activities that support the military and their families nationally.
• Create yearly branding for specific Hope For The Warriors events and programs to include: Got Heart, Give Hope Gala, Run For The Warriors, Team Hope For The Warriors, and more.
• Guide president and senior staff in communication; create, review, and edit key letters to supporters, corporate executives, community leaders, and military leaders.

QUALIFICATIONS:
• BA/BS degree required; major in Strategic Communications, Marketing, or Public Relations preferred.
• 7+ years of experience in communications and marketing.
• Excellent oral and written communication skills.
• Experience in creating and implementing strategic communication plan.
• Strong interpersonal skills with the ability to work well with individuals across all organizational levels.
• Represent the organization in a professional manner at all times.
• Possess strong organizational skills with attention to detail.
• Ability to prioritize projects to meet deadlines.
• Commitment to the goals, values, and mission of the organization.
• Understanding of military practices and culture preferred.
• Understanding of nonprofit practices and culture preferred.
• Experience with Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) and database applications.

WORK ENVIRONMENT:
The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The qualified employee will works in an office setting, and interact with staff, consultants, and outside vendors, therefore he/she may be subjected to interruptions throughout the workday. The position will require some flexible hours, in addition to local and national travel (approximately 40%).

PHYSICAL REQUIREMENTS:
The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The position requires the ability to sit for sustained periods of time, travel and drive. The vision requirement includes close vision. The employee is occasionally required to lift up to 30 pounds.

ACKNOWLEDGMENTS:
I have read and understand this job description and fully understand the requirements set forth herein. I accept the position and agree to abide by the requirements set forth and will perform all duties and responsibilities to the best of my ability. I further understand that my employment is at-will; that my employment may be terminated at-will by Hope For The Warriors® or myself, with or without notice for any reason not expressly prohibited by law.

HOW TO APPLY:
Click here and fill out the form, attach your resume and cover letter and reference which position you are applying for in the message.