



## We're Hiring!

Position: **National Director of Marketing & Communications**

Location: Remote or Office Based

Salary: Starting at \$120,000/yr

**Compassion & Choices** is seeking a **National Director of Marketing & Communications** to advance our work to improve care, expand options and empower everyone to chart their end-of-life journey.

This position is primarily responsible for the leadership, direction, and administration of Compassion & Choices communications and marketing strategies and programs. This position is responsible for planning, developing and implementing the organization's communications strategy, movement and organizational positioning, marketing strategies, brand building, message development and implementation, communications, materials development, and media initiatives to raise awareness of Compassion & Choices and to advance its programs. They will coordinate efforts with the Executive Office, Integrated Programs, Advocacy, Community Engagement, Digital Strategy, and Development to present clear and consistent messages that represent Compassion & Choices mission and services. They will also be responsible for communications strategy related to Compassion & Choices affiliated 501(c)4 advocacy organization, The Compassion & Choices Action Network. The NDMC will also serve as a member of the senior leadership team and team liaisons.

This is a full-time, remotely or office based, paid position reporting to the Chief Marketing & Programs Officer. Compensation offered will be commensurate with experience.

We offer excellent benefits including employer-shared medical and dental insurance premiums, employer-paid short- and long-term disability, life and accidental death & dismemberment insurance, flexible spending account for medical and child care, commuter pre-tax benefit, eligibility to participate in 401K with generous 5% employer match and 100% vested at time of eligibility, 11 paid holidays, 17 PTO days first year, and floating holidays.

This position will primarily be responsible for:

- Serve as the organizations strategist and expert around communications and marketing helping to strategically use communications effectively to advance our mission
- Develop and oversee implementation of an integrated marketing & communications plan and budget that achieves Compassion & Choices' strategic priorities. Balance and manage the needs of internal and external constituencies and audiences.
- Lead the marketing/communications team to execute a wide range of tactics including media advocacy/outreach, creative design, development and distribution of print collateral, social marketing campaigns, branding/marketing campaigns and crisis communications.
- Maintain and oversee the crisis communications plan.
- Develop the organization's message strategy, messaging and positioning

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- Establish and oversee a process to ensure that messages are culturally competent, accurate and effective which could include input from leadership councils, staff, and volunteer leaders; input from research (e.g. surveys, focus groups, social media, etc.) best practices in communications; diversity, equity and inclusion principles and in coordination with the office of the CEO.
- Develop and implement cost-effective strategies to incorporate research into message development (e.g. focus groups, surveys, social media data, etc.)
- Oversee the materials development team who is responsible for producing high-quality materials that are consistent with the brand; making sure that materials are updated regularly; coordinating with the digital team to ensure a seamless integration between the two; and producing all of Compassion & Choices major publications (e.g. magazine, newsletter, annual report) as well as materials and products to support the advancement of our mission.
- Oversee the media team who generate media coverage for Compassion & Choices, our programs, CEO, Staff, and board.
- Ensure that the communications team at Compassion & Choices is fully embracing all aspects of DEI including becoming experts in DEI communications.
- Serve as the team liaison for the communications team working with a management team that is responsible for planning, integrating and prioritizing work across the organization
- Proactively identify and solve cross-team issues (e.g. review protocol, workload volume, priorities, implementing cross-team initiatives).
- Directly supervises 6 to 8 direct reports and manages the work of a team of approximately 10 people in accordance with the organization's policies and applicable laws.

### **Preferred Qualifications (You will be a good fit):**

#### **Education and Experience:**

- Bachelor's degree required; Master's preferred in related fields such as marketing, journalism, editorial (or equivalency of education/experience) with a minimum of 15 years of experience. Proven expertise in all aspects of communications and marketing from strategy to implementation.
- Direct experience and demonstrated success managing a national marketing, communications/public relations program in a national advocacy organization or an analogous private sector organization, including extensive experience with organizational positioning, communications strategy development, crisis communications, message development and integrating various functions (materials, media, digital).
- Experience leading multi-faceted communications efforts for a national advocacy organization advancing legislative initiatives is essential.
- Proven expertise with communications research and planning including but not limited to content audits, focus groups, environmental scans, leveraging social media input.
- Proven expertise with diversity communications and the creation of culturally competent products.
- Nonprofit experience advocacy experience mandatory; experience with 501c4 highly desirable.
- Experience working in a matrixed environment, managing projects or programs that require leadership without direct line reports; agency experience helpful.

**Skills:**

- Significant experience building and leading a growing team.
- Outstanding verbal and written communication skills.
- Expert in managing time and completing the allocated work within the given timeframe.
- Ability to make quick decisions.
- Ability to work even in pressured situations.
- Computer Skills: Operational knowledge of Community Advocacy/Customer Relations, Internet/Website, Media, Spreadsheet and Word Processing software

**How to Apply:**

Email current resume and cover letter as one PDF document to [Jobs@CompassionAndChoices.org](mailto:Jobs@CompassionAndChoices.org). In the subject line of your email, indicate "Last\_First Name, NDMC 03-2021". In your cover letter, please (1) indicate how your personal philosophy aligns with our mission, (2) provide a brief summary of your directly related experience, and (3) provide your salary expectation (with a specific amount/range vs 'negotiable').

Questions about the position may be directed to [Jobs@compassionandchoices.org](mailto:Jobs@compassionandchoices.org).

**About Compassion & Choices**

Across the nation, Compassion & Choices works to create a society that affirms life and accepts the inevitability of death, embraces expanded options for compassionate dying, and empowers everyone to choose end-of-life care that reflects their values, priorities and beliefs. To make this vision a reality, we improve care, expand options and empower everyone to chart their end-of-life journey.

Compassion & Choices is committed to building a staff that reflects the diverse communities that make up our country. We are an Equal Opportunity Employer and recruit, hire, train, promote, and administer any and all personnel actions without regard to age, color, creed, disability, economic status, ethnic identity, gender identity, national origin race, religion, sex, sexual orientation, veterans status, or any other basis prohibited by applicable law.

Link to Full Job Description: <https://compassionandchoices.org/about-us/employment>