Position: Director of Marketing & Strategic Communications
Reports to: Chief Operating Officer / Executive Director
Location: Works remotely. Travel occasionally required.
Hours required: 30 hrs/wk - will vary depending on race/event schedule.
Pay: Starts at $42,000.

Position Description:

wear blue: run to remember is looking for a dynamic, energetic individual for our Director of Marketing / Strategic Communications role (Position is referred to as the "Director of Communications"). Reporting to the Chief Operations Officer, the Director of Communications will set and guide the strategy for all marketing initiatives including communications and development of program collateral to consistently articulate and promote wear blue: run to remember’s mission.

Responsibilities:

- Lead the execution of marketing programs from start to finish, partnering with internal program leads and external vendors (graphic design, video content, copy editors, PR) to drive to completion.
- Lead development of an annual marketing plan to align with organizational programming.
- Create consistent internal and external brand messaging strategy reflected across all internal and external programs.
- Develop key messages and talking points and manage implementation across all communications channels (marketing, PR, internal, etc). Assist with strategic communication requirements for the Executive Director, including presentation development, interview talking points, and speech writing.
- Drive story planning, content creation, and public relations with national press outlets, including all necessary reporter follow-up efforts (fact-finding, quote development/approval, executive interview coordination, etc.)
- Uncover and exploit exposure opportunities with key media outlets to enhance wear blue: run to remember community’s visibility through thought leadership.
- Proactively seek and manage strategic executive visibility opportunities for the organization.
- Oversee and coordinate all aspects of social media, including content creation and audience engagement.

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501(c)(3) non-profit organization TAX ID 27-2165561
● Manage and grow media contacts.

● Coordinate webpage maintenance—ensure that new, relevant, and timely information (article links, stories, and events) is posted regularly.

● Lead the generation of online content that engages audience segments and leads to measurable results. Decide who, where, and when to disseminate information for the widest reach.

● Manage the development, distribution, and updates to all print and electronic collateral including, but not limited to, newsletters, brochures, merchandise, blog posts, and website.

● Coordinate with other department leads and/or key vendors (graphic designers, videographers, photographers, copywriters, etc) to ensure timely delivery.

● Liaise with Directors to create compelling programs, messaging, and increase brand awareness.

● Collaborate with staff to identify effectiveness and impact of current initiatives with tracking and analysis, and optimize accordingly.

Qualifications

wear blue: run to remember is seeking an accomplished Director of Communications 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, 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.

Specific qualifications include:

● Highly collaborative style; experience developing and implementing communications strategies

● Excellent writing/editing and verbal communication 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

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- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters.

- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives.

- Strong project management, multitasking, and decision-making skills.

- Proficiency in online marketing and social media strategy

- Additional desired skillsets:
  - Familiarity with graphic design programs, including Canva
  - Experience with Mailchimp
  - Google Drive

Please submit resumes to staffing@wearblueruntoremember.org.