



OPERATION GRATITUDE
Position Description Form
Remote

JOB TITLE: Director, Marketing and Communications
DEPARTMENT: Development
REPORTS TO: Chief Development Officer
LOCATION: Remote
TRAVEL: 20%

MISSION + VISION:

Mission: Our mission is to honor the service of our military and first responders by creating opportunities to express gratitude

Vision: We envision a future where all who serve believe the American people care

THE OPPORTUNITY:

Reporting to the Chief Development Officer, the Director, Marketing and Communications will be primarily responsible for serving as a key member in the creation and execution of a holistic content marketing, communications, and media strategy that drives profitability, growth, brand recognition, volunteerism, fundraising, and ultimately increasing impact across the communities we serve. This individual will lead the full marketing lifecycle, including strategy, implementation, execution, and analysis of paid, owned, and earned marketing and advertising, content and relationship development, audience acquisition, proprietary platform strategy, and execution for engagement and conversion. More than just a communications professional - this role is a strategist, implementer, and integrator who serves as a values-aligned leader across the organization

KEY RESPONSIBILITIES:

- Develop and implement an annual strategic marketing and communications plan for effective internal and external campaigns in alignment with the priorities of Operation Gratitude's strategic plan
- Coordinate cross-functionally to help lead, develop, and implement fundraising campaign roadmap, including volunteer recruitment and retention plan, content marketing, and communication plan, and donor relations initiatives
- Lead and develop a team of marketing professionals in public relations, voice, social media, communications, graphic design, video, and marketing
- Partner closely with the Development team to support the acquisition and relationship management of corporate, individual, and foundation partners
- Direct, supervise, and coordinate Operation Gratitude's brand building and storytelling strategy to build brand awareness, relevance, and reputation among target audiences
- Responsible for fundraising and marketing copywriting

- Enhance brand book and educate the extended team on proper usage throughout all departments
- Lead the creation and production of inspiring design, content, and campaigns that achieve objectives while maintaining brand standards across all channels. This includes all creative assets including, video content, printed materials, Weekly Briefing, Annual Stakeholders Reports, etc.
- Lead the marketing and communications team to create a best-in-class social media presence that empowers and engages supporters while developing innovative campaigns that increase the quality of fans, followers, and supporters
- Manage online marketing presence through a website, Google Ad, and other avenues and show campaign analytical progress to maintain and grow volunteer base and donor base
- Manage external contractors and vendors to provide approved marketing and communications services
- Lead all public relations initiatives and opportunities, including fielding and pitching requests for speaking events and media interviews, press releases, public statements, talking points, speeches, op-eds, and other communications materials to expand the national footprint
- Work with community and corporate partners and/or elected officials to coordinate press events or direct actions for key events, campaigns, initiatives, and programs
- Build and streamline strong internal communications processes, work streams, and policies using industry best practices
- Other duties, as assigned

QUALIFICATIONS & EXPERIENCE:

- Bachelor's degree in marketing communications, journalism, or related field; or equivalent experience. Master's degree preferred
- 10+ years of communications experience with demonstrated success in managing multiple aspects of media relations, communication, and brand management
- Knowledge of and experience managing websites, social media, other digital platforms, and the power of storytelling
- Excellent verbal, written, interpersonal, and group communication skills
- The ability to transform information into key messages, and disseminate it to the right audiences through the best distribution channels, often on a short deadline
- Exceptional administrative, organizational, and time management skills; ability to self-set own priorities and meet deadlines
- Passion for staying up to date on the latest media and engagement strategies and best practices
- Ability to operate and excel in deadline-driven environments
- Sincere commitment to work collaboratively with and provide a high level of "customer service" to all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters
- The ability to work some nights and weekends and/or to travel as needed

Desired Qualifications (optional)

- Service in, or affiliation with, the Military/First Responder communities.
- Ability to obtain base access without the need for an escort.

PROFESSIONAL LEVEL: Full-time, Exempt

Operation Gratitude is an equal opportunity employer

COMPENSATION: Salary is highly competitive and commensurate with qualifications and experience [\$80,000-100,000] Operation Gratitude is an equal opportunity employer. For more information about Operation Gratitude, please visit www.operationgratitude.com

To apply, please email your resume and cover letter to msisneros@operationgratitude.com