

# Board Trustee – V.P Marketing, Communications & Public Relations

**Reports To:** Board Chair/CEO and Board

**Location:** Remote, occasional in person (if in the DC area)

**Type:** Volunteer

**Openings:** 2

## *Job Summary*

Responsible for planning, development and implementation of all of the ADUD's marketing strategies, marketing communications, and public relations activities, both external and internal. Oversees development and implementation of support materials and services for chapters in the area of marketing, communications and public relations. Directs the efforts of the marketing, communications and public relations team and coordinates at the strategic and tactical levels with the other functions of the Organization.

## *Primary Relationships*

The position reports to the Board Chair/ as a member of the Board of Trustees and the CEO as a member of senior management team.

This position participates with the Board of Directors, and other management staff in charting the direction of the ADUD, assuring its accountability to all constituencies, and ensuring its effective operation.

Within the ADUD, the position has primary working relationships with the CEO, senior management team, the Marketing/Communications/P.R. team, and the service providers.

Outside the ADUD, the position coordinates, primarily, with the media, and forges partnerships, relationships and revenue generating initiatives.

## *Principle Accountabilities Marketing, communications and public relations*

- Responsible for creating, implementing and measuring the success of:
- a comprehensive marketing, communications and public relations program/strategy that will enhance ADUD's image and position within the marketplace and the general public, and facilitate internal and external communications; and,
- all Organization marketing, communications and public relations activities and materials including publications, media relations, client acquisition and so
- Ensure articulation of Organization's desired image and position, assure consistent communication of image and position throughout the Organization, and assure communication of image and position to all constituencies, both internal and
- Responsible for editorial direction, design, production and distribution of all ADUD publications.
- Coordinate media interest at ADUD and ensure regular contact with target media and appropriate response to media
- Act as the ADUD's representative with the

- Coordinate the appearance of all ADUD's prints and electronic materials such as letterhead, use of logo, brochures,
- Develop, coordinate and oversee programs, technical assistance and resource materials to assist chapters in the marketing, communications and positioning of their
- Provide counsel to chapters on marketing, communications and public
- Ensure that ADUD regularly conducts relevant market research and coordinate and oversee this Monitor relevant market trends.
- Leads projects as assigned, such as cause-related marketing and special Planning and budgeting
- Responsible for the achievement of marketing/communications/public relations mission, goals and financial Ensure that evaluation systems are in place related to these goals and objectives and report progress to the CEO and the Board.
- Develop short- and long-term plans and budgets for the marketing/communications/ public relations program and its activities, monitor progress, assure adherence and evaluate
- Recommend short- and long-term Organization goals and objectives to the CEO.
- Develop, implement and monitor systems and procedures necessary to the smooth operation of the marketing/communications/public relations
- Keep informed of developments in the fields of marketing, communications and public relations, not-for-profit management and governance, and the specific business of the Organization and use this information to help the Organization operate with initiative and Organizational strategy
- Work with senior staff, other staff and volunteers to:
- develop and maintain a strategic perspective -- based on marketplace and constituent needs and satisfaction -- in organizational direction, program and services, and decision-making; and,
- ensure the overall health and vitality of the
- Help make sure that the Organization's philosophy, mission and vision are pertinent and practiced throughout the
- Develop and coordinate means to seek regular input from the Organization's key constituencies regarding the quality of programs and services and the Organization's
- Help formulate and administer policies to ensure the integrity of the
- Act as an internal consultant to bring attention and solutions to institutional Managing
- Maintain a climate that attracts, retains and motivates top quality personnel, both paid and
- Recruit, train, appraise, supervise, support, develop, promote and guide qualified personnel, both paid and
- Ensure effective management within the marketing, communications and public relations function, with provision for
- Design, support and oversee cross-functional teams throughout the
- Effectively enable volunteers and staff so they can take action on behalf of the Organization by:
- transmitting the Organization's values, vision and direction;
- engaging people in the meaning of the Organization;
- respecting and using the skills, expertise, experience and insights of people;
- providing direction and resources, removing barriers and helping develop people's skills; articulating expectations and clarifying roles and relationships;
- communicating which includes helping people transform information into knowledge and learning;

- encouraging people to question organizational assumptions and ask strategic questions; ensuring quality decision-making;
- anticipating conflicts and facilitating resolution;
- engaging people in process as well as tasks; encouraging people use their power,
- practice their authority, and accept their responsibility;
- modeling behavior; and
- coaching people to

***Qualifications Required:***

- Demonstrated skills, knowledge and experience in the design and execution of marketing, communications and public relations
- Strong creative, strategic, analytical, organizational and personal sales
- Experience developing and managing budgets, and hiring, training, developing, supervising and appraising
- Demonstrated successful experience writing press releases, making presentations and negotiating with
- Experience overseeing the design and production of print materials and
- Computer literacy.
- Commitment to working with shared leadership and in cross-functional
- Strong oral and written communications
- Ability to manage multiple projects at a

APPLY (Button)