

VP, Communications and Marketing

Description

Reporting directly to the CEO, this new leadership position will be a vital and front-facing role at the Elizabeth Dole Foundation (EDF), the nation's premier organization solely focused on supporting over 5.5 million military and veteran caregivers and their families. EDF was founded by former U.S. Senator and Cabinet Secretary, the [Honorable Elizabeth Dole](#). Senator Dole is an icon and history maker but is first and foremost a caregiver to her husband, former U.S. Senator Majority Leader Robert J. Dole. Senator Dole's vision for EDF is to ensure that no military or veteran caregiver, or as we call them, our [hidden heroes](#), face their new and often difficult journey without our support.

Now, more than ever, EDF seeks to highlight and uplift the stories of our caregivers, to expand our national coalition dedicated to this effort, to leverage relationships on Capitol Hill and beyond to advance policy supporting military families, and to seize on the opportunities at hand for organizational growth and impact as EDF prepares to celebrate 10 years since its inception in 2022. This position will also serve on EDF's Executive Management Team, and will work across leadership to ensure that EDF's strategic goals around communications are met and exceeded in the years to come.

In addition to seeking a seasoned communications and marketing professional to take on this important role, EDF seeks an individual with significant management experience, one who will lead by example through a tireless work ethic, commitment to mission, focus on excellence, creative thinking and through seeking every opportunity to promote EDF's work on behalf of military families. At present, the communications team consists of a Senior Director of Communications, Digital Media Strategist, Communications Coordinator and Social Media Advisor, along with third-party vendors who support EDF's outward facing events to the military and veterans' community. The communications team at EDF will continue to grow under the leadership and vision of the VP of Communications and Marketing.

EDF seeks an individual who not only has management and hands-on experience to lead the communications team into the future, but also an individual who can expand our presence in both print and online communications, specifically with on-the-record experience. Experience in proven and novel marketing, engagement, and outreach strategies is also required. EDF seeks candidates with eight to ten years of experience in this arena, which includes direct management of a team and participation at the senior-level of an organization, office, marketing campaign or governing entity. Most importantly, we seek the highest-level of commitment to this life-saving work that will only become more relevant in the years to come as we experience the impacts and aftermath of America's longest war.

Brief Overview of Responsibilities

Note: This brief description of responsibilities is not exhaustive and will ultimately be determined by the CEO.

- Provide daily management to EDF's communications team, providing supervision, guidance, accountability, and metrics to measure success across the department.
- Lead on activities that will promote EDF through novel and proven marketing strategies resulting in increased awareness of EDF and its mission and increased number of engaged key stakeholders (e.g., caregivers, donors).
- Serve on EDF's Executive Management Team with weekly check-ins with EDF's CEO.
- Provide monthly detailed reports to the CEO, Senator Dole and EDF's Board of Directors on EDF's mentions and impact across all media channels, whether online or in print publications.
- Oversee EDF's communications with stakeholders and community leaders, including EDF's website, e-blasts, onboarding funnels, print and online materials, annual report, press releases, CEO statements and more.
- Work across all departments and teams at EDF to ensure a seamless experience for the public who may engage with EDF, whether as a stakeholder, donor, influencer, caregiver, child living in a caregiving household, or elected official.
- Maintain, build, and expand a portfolio of press and media contacts for EDF, resulting in an increase in overall coverage, including in mainstream media, TV appearances for Senator Dole and the CEO, and in reaffirming EDF's leadership role in the military and veterans' space.
- Work in tandem with EDF's Development Department to support all outward facing communications, whether related to revenue generating efforts, EDF's Annual Heroes & History Makers Gala, or in-person and/or virtual events.
- Oversee brand identity and recognition for EDF, creating internal tracking mechanisms to survey our reach and impact over social media, including providing a thorough 12-month plan to significantly increase EDF's social media footprint across all channels.
- Serve as an on-the-record spokesperson for EDF, issuing statements, per the CEO's approval, at events impacting the military and veterans' community.
- Build strong and meaningful relationships with EDF's corporate stakeholders, particularly their communications departments, to jointly highlight partnerships and key initiatives that we are tackling together.
- Supervise engagement with third-party vendors to ensure timely development and completion of all talking points, speeches and presentations for the CEO and Senator Dole.

- Provide a cohesive messaging for EDF that should be integrated internally and externally in all communications.
- Seek out and aggressively identify opportunities to spotlight EDF's work and the community we serve to be highlighted in the press, including through in-person TV appearances.
- Play a lead role in working alongside like-minded and partnership organizations, ensuring that EDF is collaborating with leaders in the military and veterans' space to provide the best possible support to caregivers.
- Assume other responsibilities as assigned by the CEO.

Application Submission

To be considered a candidate for this position, please submit your application and materials through the Airtable form [here](#) no later than **Friday, November 26th**. EDF's expectation and goal is for the VP of Communications and Marketing to begin employment with the organization in the first quarter of 2022. No phone calls please. The Elizabeth Dole Foundation has retained Mida Associates to manage the VP of Communications & Marketing search process. If you need technical assistance submitting your application, please contact jobs@midaassociates.com.

The Elizabeth Dole Foundation is an equal opportunity employer. The Elizabeth Dole Foundation does not discriminate based on race, ethnicity, religion, sex, color, national origin, age, sexual orientation, gender identity or expression, mental or physical disability, genetic information, veteran status, caregiver status, or on any other basis prohibited by applicable law.