

EDF Communications & Digital Media Manager

Description

The Elizabeth Dole Foundation, the nation's premier organization solely focused on supporting America's 5.5 million military and veteran caregivers and their families, is looking for an experienced Communications & Digital Media Manager to join our team in a full-time position based in Washington, DC. We are seeking an effective, creative, and fast-learning individual to support the Communications department in executing and monitoring communications and digital marketing strategies.

The applicant should have excellent writing, storytelling, and project management skills. If you are a mission-oriented, personable, and hard-working individual, the Elizabeth Dole Foundation is a remarkable place to grow your career. EDF supports a hybrid and caregiver friendly work environment.

Responsibilities

- Write a variety of content to support communications and digital marketing efforts, including but not limited to email newsletters, website copy, caregiver profiles, pitches, talking points, program descriptions, promotional brochures, press releases, and op-eds
- Build and deploy email communications through Salesforce's Account Engagement platform (formerly Pardot)
- Support Communications team in making updates to the Foundation's multiple websites through WordPress
- Connect with military and veteran caregivers to better understand the audience we serve. Provide support and training to help them share their stories
- Serve as a project manager on design projects, serving as the liaison with the Foundation's graphic design team
- Respond to Foundation media inquiries, coordinate interview opportunities, and maintain relationships with journalists and other members of the press. Build strategic partnerships to grow brand notoriety
- Assist Social Media Manager with social media strategy execution when necessary
- Stay up to date on trending topics in the military, veteran, and caregiving community spaces. Share recommendations for communications strategies and campaigns
- Prepare Foundation leadership, staff members, and constituents for press opportunities; assist Senior Director of Communications in conducting media trainings and preparing briefing materials
- Assist Senior Director of Communications and Foundation leadership in developing and implementing a communications strategy designed to further organization objectives
- Monitor Foundation media hits and track key analytics (using Meltwater); use data to analyze success and shortcomings of communications campaigns and strategies

Requirements

The Elizabeth Dole Foundation is looking for an energetic and fast-learning professional based in the DC area. The applicant should have outstanding verbal and written communication skills, with proficiency in Word, Excel, and PowerPoint, as well as additional marketing and communications software outlined below. Familiarity with non-profit marketing and communications is preferred.

Desired Experience

- Bachelor's Degree from a 4-year institution is required
- 3-4 years of experience in a communications or marketing role
- Project Management experience
- Proficiency with email marketing software including Account Engagement (formerly Pardot) is desired; proficiency with media tracking services including Google Analytics, Meltwater
- Proficiency with WordPress or other web-editing software
- Experience with Adobe Creative Cloud (primarily Acrobat and Canva)
- A connection to or interest in military and veteran caregiver issues is preferred, but not required

About You

- Passionate storyteller
- Strong writing, copywriting, and copy-editing skills
- Highly energized, able to engage and respond on a professional level to a broad range of stakeholders, including the ability to work with military caregivers and nonprofit partners to provide personable and timely customer service
- Detail oriented, with excellent project management and organizational skills
- Reliable, dependable, and able to work in a fast-paced environment and meet tight deadlines
- Proven knowledge of communications and marketing ethics and best practices; overall ability to adhere to professional standards with an unwavering integrity and commitment to ethical conduct
- Strong public speaker with exceptional interpersonal communication skills
- Discrete; understands when confidentiality is required
- Intuitive and passionate about helping others. Maintains a sense of humor and warm relationships with colleagues and partners
- Creative problem solver with a positive attitude and hunger to learn

To Apply

Please submit a cover letter and resume in PDF format to apply@elizabethdolefoundation.org with the subject line "EDF Communications & Digital Media Manager" in the subject line. Inclusion of a writing sample is also strongly encouraged.