

VP, MARKETING AND COMMUNICATIONS

POSITION OVERVIEW

Reporting to the Chief Operating Officer, the VP of Marketing and Communications is a new and vital front-facing leadership position at the Elizabeth Dole Foundation (EDF), the nation's preeminent organization empowering, supporting, and honoring America's 5.5 million military caregivers; the spouses, parents, family members, and friends who care for our nation's wounded, ill, or injured veterans.

Founded in 2012, EDF takes a comprehensive approach in its advocacy, working with leaders in the public, private, nonprofit and faith communities to recognize military caregivers' service and promote their well-being. Its mission and goal is to strengthen, empower, and support America's military and veteran caregivers and their families by raising public awareness, driving research, championing policy, and leading programs and partnerships that make a significant impact on the lives of those who have served our nation and their families. In 2022, EDF successfully championed the expansion of the Department of Veterans Affairs' Program of Comprehensive Assistance for Family Caregivers to caregivers of every war era.

EDF is seeking a seasoned communications and marketing professional to take on this important role, one with significant management experience who will lead by example through a tireless work ethic, commitment to mission, focus on excellence, creative thinking and ability to promote EDF's work on behalf of military families. This position will also serve on the Foundation'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.

Now, more than ever, the Foundation seeks to highlight and uplift the stories of its caregivers, to expand its national coalition dedicated to this effort, and to leverage relationships on Capitol Hill and beyond to advance policy supporting military families. The VP of Marketing and Communications will help expand EDF's presence in both print and online communications, specifically with on-the-record experience and proven capabilities in marketing, engagement, and outreach strategies.

The Foundation is seeking candidates with ten or more 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. This position is based in Washington DC and VP of Marketing and Communications will have a visible presence across the organization. EDF supports a hybrid and caregiver/military friendly work environment; in-person time in the office is required, and the VP of Marketing and Communications will be expected to be present at events on weeknights and weekends, as necessary. Some travel may be required as well.

POSITION SCOPE AND RESPONSIBILITIES

Note: This description of responsibilities is not exhaustive. EDF may also outline additional responsibilities that are not included in this Job Description.

- Provide daily management to EDF's communications team, including supervision, guidance, accountability, and metrics to measure success across the department.
- 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.
- 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 COO and other members of EDF's Senior Management.
- Provide monthly detailed reports to the CEO and EDF's Board of Directors on the Foundation's mentions and impact across all media channels, whether online or in print publications.
- 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 press coverage—including in mainstream media and TV appearances—and 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, Senator Dole, and other Foundation stakeholders.
- Provide 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 COO.

BENEFITS AVAILABLE

- Healthcare benefits (up to 90% for employees)
- Yearly 401K Contribution Match (up to 3%)
- Life insurance benefits
- Flexible work schedule and hybrid work environment
- Maternity, Paternity, and Family leave
- Pre-tax commuter benefits
- 13 Holidays a year
- Generous PTO package

APPLICATION SUBMISSION

Interested candidates should submit a resume and cover letter with "VP of Marketing and Communications" in the subject line to apply@elizabethdolefoundation.org. No phone calls please.

The Elizabeth Dole Foundation provides equal employment opportunity to all employees and applicants for employment. We prohibit discrimination and harassment of any type without regard to race, color, genetic information, religion, creed, national origin, sex (including pregnancy, childbirth, or related medical conditions), age, marital status, citizenship status, personal appearance, sexual orientation, gender identity or expression, family responsibilities, disability status, protected veteran status, or any other characteristic protected under applicable federal, state, or local law.