



National Marketing & Communications Director

Description

The National Marketing & Communications Director is a virtual volunteer role for Guardian Angels for Soldier's Pet responsible for the organization's marketing and communications strategy. As the lead of the National Marketing/Communications Team, this position oversees all areas of marketing and communication for the organization.

This role reports to the CEO.

Responsibilities

- **Strategy**
 - Develop creative marketing and communications strategies, plans and approaches to position the organization in front of different stakeholders (military service members, potential foster homes, potential donors, potential volunteers and the general public).
 - Identifies challenges and emerging issues that may face the organization. Works with National Headquarters to recognize internal and external communications opportunities.
 - Acts as a resource on best marketing/communications practices to other volunteers.
- **Brand Management**
 - Ensure the brand meets the guidelines of the style guide.
 - Oversees any new development of the organization's brand with the Graphic Designer.
 - Acts as a brand ambassador to the public and internal volunteers.
- **Collateral**
 - Oversees all print collateral for the organization.
 - Collaborates with Graphic Designer on content, layout, and design.
- **Electronic Communications**
 - Plan the electronic communications editorial calendar (newsletters and email blasts) with Communications Manager.
 - Collaborates with the Blog Editor on potential articles for the organization's blog.
 - Drafts internal communication items to distribute to volunteers.
 - Reviews all electronic communication items prior to distribution.
- **Social Media**
 - Oversees social media program.
- **Website**
 - Develops web strategy, any new webpages and ensures that website is up-to-date with the Webmaster.
- **Media Relations**
 - Exercises judgment to prioritize media opportunities to present to the Board and CEO.
 - Reviews all talking points to ensure that the organizations key messages are conveyed and are consistent.
 - Serves as the Media Contact in there is no Media Relations Manager in place.
- **Staff Management**
 - Recruit and manage National Marketing Team to support all marketing and communications efforts.
 - Mentor and train volunteers on an as needed basis based on skill levels.



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- **Administrative**
 - Responsible to check official email account on a daily basis.
 - Provide updates to CEO on a monthly basis.
 - Prepares and submits the monthly "Volunteer Service Hours" report to the National office

Desired Skills

- A passion to help our military service members, veterans, and their beloved pets plus work with other people who share this passion
- Writing and editing experience.
- Understand, follow, and adhere to the Organization's mission, purpose, operating procedures, and organizational policies and guidelines.
- Professional, organized, reliable, able to work with a diverse group of people, and able to work both independently and as part of a team.
- Comfortable using and access to MS office pro (such as Word, Excel, Power Point) or Open Office and communicate via the internet, phone calls, and email.
- Have their own computer (desktop or laptop)
- Comfortable promoting the organization and mission with family, friends, co-workers, and other military/veteran organizations
- Marketing, Communications, or Media Relations background preferred.
- Able to commit at least 1 year in this position
- **Estimated Time Per Month:** averaging 35-40 hours