



Director, Marketing & Communications

Institution: Naval War College Foundation, Inc.
Location: Remote
Posted: 12/06/2021
Application Due: Open Until Filled
Type: Full-Time

DEPARTMENT: Naval War College Foundation, Inc.
REPORT TO: Chief Executive Officer (CEO)
SALARY INFORMATION: Commensurate with experience
BENEFITS ELIGIBLE: Yes

PURPOSE:

The Naval War College Foundation, Inc., is constituted exclusively for charitable educational purposes within the meaning of section 501(c)(3) of the Internal Revenue Code, specifically to solicit, receive, administer, and donate funds and property for the encouragement, support, and furthering of the traditions of the U.S. Naval War College, located in Newport, Rhode Island. Support provided by the Foundation enhances the capabilities of the U.S. Naval War College to execute its mission of providing advanced professional education in the science of naval warfare and related subjects to officers of the U.S. Navy, other U.S. armed forces and government agencies, and selected senior foreign naval officers in residence, and for the improvement and beautification of the physical facilities of the College. The Foundation is an equal opportunity organization and abides by all government regulations concerning equal opportunity and non-discrimination.

POSITION SUMMARY:

Reporting to the Chief Executive Officer, the Director of Marketing & Communications will enhance the Naval War College Foundation's (NWCF) brand awareness and perception among target audiences such as members, donors, and the broader community. NWCF seeks an experienced professional who can implement and enhance a long-term strategy and lead day-to-day proactive execution, generating impact, while also serving as project manager for multiple vendors and partnerships. The Director will focus primarily on marketing, content delivery, online solicitations, while also overseeing website development, social media, multimedia storytelling, and public relations.

RESPONSIBILITIES:

- Work with senior management including the NWCF CEO, President & Chief Development Officer, Chief Financial Officer & Executive Director of Development, and NWCF Branding &

Marketing Committee Chairperson to effectuate the branding and marketing vision and plan, goal setting and calendar;

- Lead and oversee assigned staff in the impactful and successful execution of required duties;
- Implement and/or define strategic marketing goals and plans to improve and scale NWCF's marketing capabilities, direct marketing fundraising revenue, including goals and metrics, methods of evaluating progress, implementation timetables with milestones, responsibilities, risk analyses, budgets, and other success-determining requirements. Ensure buy-in for the major elements of this plan among key leaders and stakeholders throughout the organization;
- Enhance and align current marketing activities by assessing the marketing-related needs and develop strategies to optimize their internal and external communications. Align efforts to ensure consistent branding and marketing. Train key staff members to increase their independent marketing acumen. Manage and work strategically with various contractors working on brand strategy, web development, marketing, communications, public relations, and fundraising;
- Maintain a pipeline of compelling content and telling of stories by collaborating with U.S. Naval War College (USNWC) and NWCF staffs. Conduct interviews with College faculty and staff, donors and community members to deliver short-form narratives about the USNWC and NWCF's impact. Increase the use of photos, videos, audio, and multimedia content to facilitate new content and forms of storytelling;
- Manage and optimize external communications by overseeing the distribution of impact stories through media in local and national outlets, industry-specific periodicals, professional networks, and self-publishing through the NWCF website and publications. Engage PR expertise and contractors as needed to support these efforts. Ensure regular posting across all major social media platforms, writing original content and/or engaging support as needed to produce high-quality written and visual content;
- Advance the brand by collaborating with the events team and external vendors and contractors to support and align branding with current and upcoming events locally, nationally, and globally; and
- Other duties as assigned.

REQUIREMENTS:

- Bachelor's degree, Master's degree preferred, in Business Administration, Communications, Marketing, or related field with at least five (5) years of work experience in branding and marketing. Nonprofit, philanthropy, and fundraising experience, as well as marketing and public relations agency experience, preferred;
- Depth of experience with branding and marketing both electronic and print, mixed media;
- Excellent analytical skills, donor giving strategies, and demonstrated ability to successfully implement such strategies;
- Hands-on experience with online fundraising platforms, preferably Blackbaud Suite and marketing and design programs such as Canva and InDesign;
- Exceptionally strong communication skills, particularly adept at crafting concise and compelling content, with an innate understanding of how to adjust messages for different audiences. Ability to simplify complex and technocratic content for a general audience, while also finding common themes across projects that span a wide range of issue areas, work products, and geographies;
- Demonstrated written, verbal, and organizational skills. Proficiency in Microsoft products, including: Word, Excel, and PowerPoint. Working knowledge of HTML and CSS is preferred;
- Understanding of and experience with social networking and social media as it relates to branding, marketing, and fundraising;
- Committed to quality; organized, accurate and meticulous attention to detail;

- Self-starter and leader with the ability to manage multiple projects and priorities and meet fast-paced deadlines in a growing organization; and
- Travel, as required to support mission, operations, and activities.

PHYSICAL DEMANDS:

- Ability to stand for periods of time; ability to move freely about buildings and campus unassisted; ability to lift, carry, push, and pull up to 25 pounds with or without accommodation

SECURITY SENSITIVE: Yes

Qualified applicants should forward a cover letter and resume via email to careers@nwcfoundation.org

When responding via email please reference – **DIRECTOR, MARKETING & COMMUNICATIONS** – in the subject line.

Please submit documents in Rich Text (.txt) Word document (.doc) or Adobe Portable Document Format (.pdf).

Every effort will be made to acknowledge documents submitted by applicants via email.
NO PHONE CALLS PLEASE.