

POSITION DESCRIPTION

Position Title: Director of Communications
Division: Administration
Reports to: CEO
Status: Exempt

General Summary:

Alzheimer's Orange County is seeking a dynamic Director of Communications to oversee its overall communications and marketing plan. Under the supervision of the CEO, this person has the primary responsibility for identifying and implementing traditional and digital marketing and communications strategies to enhance the visibility of the organization and further its footprint in the community.

Alzheimer's Orange County and its other associated brands (Acacia Adult Day Services, South County Adult Day Services, and an anonymous residential care facility) are also embarking on an exciting new project that will result in a new "umbrella brand" that communicates the collective organizations' underlying goal of serving Orange County's aging population. This role will play a key role in the development and the launch of this new brand.

Essential Job Functions:

- Work with CEO on branding project to launch new "umbrella brand" to align and organize four entities, streamline messaging, maximize brand awareness, and increase brand equity. Oversee project from existing stages to launch, including managing external agencies and consultants involved in the process
- Develop and implement an integrated strategic marketing & communications plan to strengthen and advance the organization's brand; broaden awareness of programs and priorities, increase the visibility of programs across key audiences, successfully communicate organization story and impact to enhance development, lead market research and planning; develop quarterly awareness campaigns, promotions, advertising and outreach.
- Build and manage organization's marketing communications budget.
- Analyze and lead branding efforts of the organization working with all other departments to establish, communicate and enforce branding guidelines. Duties include but are not limited to ensuring all organizations are adhering to brand standards and providing necessary collateral to successfully share the organization's story and impact.

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- Oversee organization's administrative leads to ensure that each are trained and versed in overall organization communications/marketing standards, and enforce standards as necessary in their respective departments
- Keep all collateral and branding standards and guidelines current and fresh, and solicit and monitor all feedback periodically. Recommend and lead any required brand changes.
- Lead all media, advertising and public relations efforts such as press releases and event promotion, including management of any agency or external partner relationships.
- Support event management by collaborating on standards and best practices for events including review of event creative, talking points and public relations/media outreach.
- Successfully manage creation, collection, analysis and application of marketing and communications' data, through utilization of both internal and external resources
- Proactively support partnership and sponsorship deliverables and initiatives in a timely fashion by providing any marketing and communications support and strategic direction.
- Successfully build a marketing team including management and development of marketing specialist and marketing interns as well as any external agencies/providers
- Support marketing specialist in management of strategy and content for web and social media channels.

Minimum Requirements:

- 7+ years successful experience in marketing and communications, nonprofit experience a plus
- Bachelor's degree in communications, marketing, journalism, or related discipline
- Energetic, organized and able to function in a highly collaborative team environment.
- Proficient in: Adobe Creative Suite, Mail Chimp, Wordpress, and social media platforms
- Working knowledge of all paid, earned and owned marketing functions — creative, advertising, direct marketing, public relations and promotions.
- Demonstrated ability to develop and manage written materials, collaterals and brochures.
- Ability to effectively work with team members in various locations
- Ability to multitask and work successfully within nonprofit budget constraints

- Effective project manager who can produce results within project timeframes
- Poised, self-motivated, results oriented, proactive, independent and hands-on innovator who requires limited oversight
- Excellent communication, presentation and interpersonal skills
- Ability to represent Alzheimer's Orange County in a professional manner.
- Ability to travel as needed to perform job duties.
- Ability to work evenings and weekends.

To Apply: All applicants MUST submit a cover letter and resume to be considered for this position. Please send all documents to alzoc.hr@gmail.com.

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