

TITLE: Director, Communications

DATE: March 7, 2023

STATUS: Full-time, Exempt

DIRECT SUPERVISOR: Senior Director, External Relations & Development

DIRECT SUPERVISION: Communications Manager

ABOUT THE FOUNDATION: A relentless force in finding a cure and improving the lives of people affected by scleroderma, the National Scleroderma Foundation advances medical research, promotes disease awareness, and provides support and education to people with scleroderma, their families and support networks. Supported by a network of thousands of individuals across the United States, the Foundation is the leading nonprofit funder of peer-reviewed research to discover the cause, understand the mechanisms, and overcome scleroderma forever. The Foundation embraces an intentional organizational culture in which everyone can share openly and engage authentically. National Scleroderma Foundation has been recognized for its commitment to financial transparency and reporting with six consecutive years of four-star ratings by Charity Navigator, and a platinum seal of approval by Candid. For an overview of the Foundation, click [here](#) or visit the website at scleroderma.org.

POSITION SUMMARY DESCRIPTION: The Communications Director will lead the Foundation's communications efforts to promote disease awareness and conduct community outreach to improve awareness and support for the Foundation's programs and services.

DUTIES & RESPONSIBILITIES:

Corporate Communications

- Oversee Foundation brand identity ensuring it represents the value and mission of our organization through all produced materials and communications.
- Create content to drive demand for lead generation.
- In-house editor for external communications related to key mission pillar work – research, education, and support.
- Oversee brand guidelines and update and provide training as needed to colleagues and volunteers.
- Ability to leverage anniversary and campaigns to enhance and embed into overall communication strategy for the organization.
- Strong inter relational skills to support national office and 16 chapters nationwide with communications and marketing.

- Works collaboratively with all Foundation departments to create comprehensive project plans to enhance programs and services.
- Plans, develops, coordinates, maintains, improves and supervises the day-to-day communication operations of the Foundation to support a multi-modal, multi-channel strategy.
- Collaborates on cultivation and stewardship donor communications with Development team.

Public Relations

- Serves as primary liaison with external media relations regarding including but not limited to press releases and media visits to support the promotion of Foundation programs and services, events, news and announcements, etc.
- Oversees all communications efforts with the purpose of improving both internal and public awareness and support for programs and services that advance the mission.
- Provides the capacity to enhance programs, strengthen community relations, provide frequent accurate and improved public information, forge stronger media relations and partnerships, and in general, raise the standards of communications across the Foundation.
- Keeps internal and external audiences informed about Foundation activities at all times.
- Efficient and proficient skill to address adverse public relations events if they were to arise.

Product Marketing

- Collaborate on merchandise and awareness swag used by national office and chapters.
- Designs, develops and presents promotional materials using multi-media formats.
- Oversees organization-wide stationary both in digital and print

Demand & Lead Generation

- Creates and maintains an annual editorial calendar with clear roles, responsibilities, timelines and project plans for all communications projects, products and collateral.
- Responsible for Foundation website maintenance and production.
- Primary project lead are:
 - Annual Report
 - *Voice* magazine
 - Awareness Month
 - eNewsletter
 - *National Scleroderma Conference* promotion
 - *Kids Get Scleroderma, Too!* Conference promotion
 - Drafts key communications for the chief executive officer and other senior leadership

Other responsibilities:

- Other assignments as assigned by the CEO or Senior Director, External Relations & Development.

QUALIFICATIONS

- Bachelor's degree preferred
- Five (5) years progressively responsible experience administering a variety of internal and external communications functions for a nonprofit organization
- Media relations, executive communications, and crisis communications experience required
- Content Creation for a multi-modal, multi-channel strategy
- Strong cross department collaboration
- Experience in all aspects of communications required
- Public speaking
- Excellent oral and written communication skills
- Budget development and fiscal management experience required
- Demonstrated planning, organization, administrative and supervisory skills
- Excellent interpersonal skills and ability to motivate and work effectively with volunteers
- Must be available to travel as needed (estimated at 10%)

The National Scleroderma Foundation seeks to promote gender equality and increase diversity, in all its forms. We know that our greatest strengths come from the people who make up our team. We provide equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state, and local laws. The Foundation complies with applicable state and local laws governing non-discrimination in employment in every location in which the company has facilities or conducts business. This is not a contract. The description and duties as they relate to this position are subject to change as reasonable business necessity dictates. In the event of such changes, a new job description may be created.