



**ADVOCATES FOR  
COMMUNITY HEALTH**  
United for Health and Innovation

**POSITION TITLE:** Director of Communications and Marketing

**LOCATION** Washington, D.C.

**TRAVEL:** Occasional

## **POSITION SUMMARY**

Advocates for Community Health (ACH) is looking for a senior-level communications and marketing professional to lead the development and implementation of an integrated strategic communications plan. The role of the Director of Communications and Marketing is to enhance the organization's external positioning and increase visibility, awareness, and support of its overall strategy, priorities, and impact among various stakeholders. The Director of Communications and Marketing will be responsible for developing and executing innovative marketing and public relations strategies, managing all aspects of marketing and communications, overseeing digital marketing initiatives, and developing all internal and external communication strategies. Other key responsibilities include conducting market research, creating public-facing communications via multiple modules, promoting the organization's advocacy efforts, monitoring marketing and communications data, assisting in the development of membership growth and retention plans, promoting and storytelling for member and external events, and working cross-functionally with the Government Affairs & Advocacy, Programs, and Membership teams to achieve organizational goals. The Director of Communications and Marketing will also be responsible for managing the Communications and Marketing team, while also providing regular reports to the CEO and Board of Directors on membership, company engagement, and communication and marketing efforts.

## **RESPONSIBILITIES/DUTIES**

- Develop and implement an integrated strategic communications plan to advance ACH's external positioning and broaden visibility, awareness, and support of the organization's overall strategy, priorities, and impact across a range of key stakeholders.
- Create and execute innovative marketing and public relations strategies, including both traditional and social media, to support leadership in cultivating and enhancing relationships with the organization's key audiences.
- Develop and implement an integrated marketing and communications plan to advance ACH's brand identity, broaden and increase the visibility of its programs and build a strong public voice.
- Oversee all aspects of marketing and communications, including branding, public policy, collateral materials, digital marketing, earned/paid media efforts, and strategic partnership and sponsor activations, etc.
- Lead and oversee the organization's website development (design and content), online and social media initiatives, and website analytics and usage.
- Oversee all aspects of public relations, including media, community, and partner relations.
- Develop and execute crisis communications strategies to manage and mitigate issues that may impact the organization's reputation or brand.
- Oversee and support the execution of strategies to increase the organization's social media presence and engagement with stakeholders.
- Develop and implement strategies to increase earned media coverage of the organization and its work.
- Conduct market research and analysis to identify trends and opportunities for increased brand awareness and engagement with target audiences.

- Serve as a coach and mentor to direct report while setting clear and ambitious goals and supporting colleagues in their professional growth and development.
- Work with general and health-related media to position ACH as a resource and elevate ACH's perspective through earned media efforts including, responding to reporters' comments, developing press statements, drafting talking points related to issues of interest, placing articles on ACH-specific topics in trade and national media, and encouraging inclusion of ACH health policy priorities in policy op-eds and other venues.
- Collaborate with ACH's Policy and Government Affairs department to ensure that advocacy efforts are effectively communicated to members and other stakeholders.
- Develop and oversee the implementation of marketing and branding strategies to support the organization's mission and priorities.
- Collaborate with ACH's Program Director to create and execute communications and marketing plans to promote strategic partner activations and member engagement activities.
- Oversee the development and distribution of newsletters, email communications, and other marketing materials to promote the organization's events, programs, and initiatives to members and supporters.
- Develop and execute a media relations strategy to raise the organization's profile and promote its mission and priorities in local and national media outlets.
- Monitor and analyze marketing and communications data to inform future strategies and tactics, and provide regular reports to the CEO and Board of Directors.
- Collaborate with the staff and Board to promote positive internal communications that engage and inform employees and ensure that ACH's culture, values, and beliefs are reinforced across the organization.
- Participate in the development and execution of member engagement strategies to ensure that members are aware of and actively involved in the organization's activities and initiatives.
- Identify and develop opportunities for collaboration with like-minded organizations to expand the organization's reach and influence.

## **QUALIFICATIONS**

- 7+ years of successful experience developing and managing integrated, multi-faceted communications initiatives.
- Leadership experience and the ability to motivate others to advance goals, while effectively managing multiple projects.
- Excellent written and verbal communication skills to create compelling content and messaging across various platforms.
- Ability to develop compelling and effective marketing and branding strategies, including social media marketing, email marketing, and content marketing.
- Experience in public relations and media relations to develop relationships with journalists and secure positive coverage for the organization's initiatives, while positioning ACH as a valued resource.
- Familiarity with website design, development, and content management systems to ensure a user-friendly website that effectively communicates the organization's mission and programs.
- Knowledge of data analytics and the ability to use data to inform decisions related to marketing and communications strategies.
- Ability to collaborate with other departments to develop integrated marketing and communications plans that align with the organization's strategic goals.
- Strong project management skills to lead and execute complex marketing and communications campaigns, including events and outreach initiatives.
- Experience in fundraising, grant writing, and donor relations to help support the

organization's marketing and communications initiatives.

## **BENEFITS**

- Generous PTO plan including paid holidays
- Health, Dental, Vision, STD, LTD and Life Insurance plans offered
- Access to ACH's 403(b) retirement plan
- Company laptop and cell phone

*Please submit a resume and cover letter to [info@advocatesforcommunityhealth.org](mailto:info@advocatesforcommunityhealth.org).*