

National Communications Officer



Reports to: Chief Marketing and Communications Officer

Location: Seattle, WA

The National Court Appointed Special Advocate (CASA) Association fulfills society's most fundamental obligation by making sure a qualified compassionate adult will fight for and protect an abused or neglected child's best interests. The mission of the National CASA Association, together with its state and local member programs, is to support and promote court-appointed volunteer advocacy so every abused or neglected child in the United States can be safe, have a permanent home, and the opportunity to thrive. But today, only 45% of the children in the system have access to a CASA/GAL volunteer. The National CASA Association is committed to ensuring that 100% of the children in the system have access to a CASA/GAL volunteer by working with, in and through strong, effective state organizations.

Position Summary

The National Communications Officer will develop a world class communications strategy and program that will promote, enhance and advance the mission, vision and goals of the National CASA Association and the CASA/GAL Network and position the organization as a thought leader in best interest advocacy. The strategy will protect the organization's brand, develop and integrate public relations activities, broaden awareness and increase visibility of programs and priorities across key stakeholder audiences, and direct the work of the national communications staff.

The Officer will oversee a department responsible for constituent publications, media relations, promotional materials and activities, public relations, technical assistance and training to member programs.

Breaking New Ground

National CASA has developed a strategic framework that is informing and guiding our efforts through a major reorganization, development of a new business model, and plan for the future direction of our organization, including the launching of a major Capital Campaign. The leadership team that will drive these changes will be strategic thinkers, relationship builders, collaborative decision-makers, entrepreneurial achievers, effective communicators, change leaders, inspiring motivators, and culturally competent.

Responsibilities

- Develop and implement an integrated strategic communications plan aligned with the organization's strategic priorities to include outreach goals, objectives, strategies and tactics for reputation management and furthering the CASA's national movement with the media, board, donors, local associations, the public, partners, public officials and other key stakeholders.
- Drive public relations strategies and tactics that advance the organizational image, protect and defend the Association's reputation and achieve valuable press visibility. Advance CASA's reputation as a thought leader in child welfare. Improve media relations by building relationships and leveraging existing contacts. Develop and execute strategic communications programs for key external and internal stakeholders to support the business goals and objectives, ensuring consistent messaging throughout all channels.

- Establish a best-in-class communications team that delivers strategic, high-value communication programs.
- Oversee employee communications and engagement in partnership with Human Resources including the development and implementation of materials and resources to engage employees in the strategic priorities and to create strong and vital connections between National CASA and the CASA/GAL Network. Leverage innovative communication vehicles and equip employees to become champions and effective messengers of the vision, purpose and mission, to live the organizational values and advance the brand.
- Create crisis plans and rapid response messaging to deal with both large and small scale issues as they arise in the network.
- Manage media communications and content development including press releases, press packets, statements, CEO speeches, CEO Blog posts, op-eds, social media and web messages that build a strong case for the organization's compelling mission and vision.
- Leads the development and implementation of media campaigns, liaison with the press, and organize media appearances and interviews by the Chief Executive Officer, Sr. Staff, Board Chair and other Board members.
- Oversee national publications programs, including quarterly newsletter, volunteer newsletter, annual reports, brochures, press kits, manuals and printed material for national conference and other training events.
- Oversee the national organization's social media platforms to ensure the content and strategies engage stakeholders and lead to measurable action.
- Ensure integration of overall communication messages with digital and social media content and work closely with digital and social media resources and Web/IT team to develop online engagement and community interaction with national platforms.
- Oversee the development of web materials, tool kits, social media tools and "how to" materials/resources for implementation by state and local programs.
- Develop and implement national communications calendars with key messaging and campaigns; Plan and support key national events such as the Annual Conference, and other national initiatives and campaigns
- Ensure consistency in branding, formatting, "look and feel" of all communications; assist with national staff with communications to local associations, internal memos, newsletters, tip sheets, fact sheets, statements and other messages.
- Serve as editor-in-chief of the national office newsletter, ensuring that the newsletter includes strategic messaging, links to resources and compelling content
- Oversee the organization's PR and branding firms, including coordinating scope, shared messaging and planning, contract, deliverables, budget, expenses and invoices.
- Develop and implement a national public awareness campaign, including the pursuit of celebrity opportunities.
- Consult with and ensure support to the CEO, management team, and board of directors on communications, public relations and identity issues.
- Assist in identifying conference theme and publicity.
- Assist resource development staff in identifying and developing proposals for prospective funders of communications projects.
- Work with member CASA programs to develop CASA success stories, consistent with confidentiality requirements and the best interest of the children involved.
- Participate as a member of the Management Team, and on other committees or task forces as requested.

Abilities

To be successful in this position, the employee must:

- Demonstrate strong interpersonal skills, sound judgment, and the ability to work independently as well as collaboratively internally and externally.
- Demonstrate ability to embrace and exemplify organizational competencies and values.
- Work well under pressure with deadlines and be skilled in prioritizing responsibilities.
- Demonstrate a commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, state and local program staff, and other supporters.
- Demonstrate a history of continuous improvement through professional development.
- Become a steward and ambassador for the CASA/GAL mission and brand.

Experience and Professional Qualifications:

- Bachelor's degree from accredited institution in Communications, Journalism, English or related field.
- 7 to 10 years senior experience in Public Relations, Communications, Marketing, Journalism or related field
- Must be detail oriented with high level of organizational and time management skills.
- Excellent communication skills, both verbal and written, and ability to interact with national media and promote National CASA in a wide range of settings.
- Ability to anticipate, plan for, and lead organizational change and growth.
- Ability to work effectively and creatively in a complex organizational setting.
- Allegiance to best practices and continuous quality improvement across all departments; commitment to building and fostering an ethnically and culturally diverse workforce.
- A hands-on, roll-up-your sleeves collaborative leader with professional bearing to represent National CASA's mission to a broad range of constituents; an appreciation for and genuine interest in the CASA Mission.
- Demonstrated ability to operate in a flexible, entrepreneurial, and opportunistic environment.
- Proven success with large-scale initiatives, change management, and culture shifts.
- A commitment to continuous improvement.

Reporting – Supervisory Relationships

This is a senior staff position reporting directly to the Chief Advancement Officer. Supervises other Communications Team members including the Director Communications, Director Executive & Internal Communications and the Director Strategic & Stakeholder Communications.

Benefits

National CASA offers a competitive base salary, competitive benefits and generous paid leave. This is a full-time exempt position.

Organizational Values

Adaptability ◦ Collaboration ◦ Integrity ◦ Respect ◦ Quality ◦ Service ◦ Stewardship

National CASA is headquartered in Seattle, Washington, with a second office in Washington D.C. and is committed to an inclusive and welcoming workplace environment. National CASA is proud to have been recognized as one of Washington's Best Workplaces by the Puget Sound Business Journal, and as a Best Adoption Friendly Workplace by the Dave Thomas Foundation for Adoption. National CASA has been certified by the Standards for Excellence Institute for ethics and accountability in the nonprofit sector.

To apply: Send resume and cover letter to employment@casaforchildren.org with a subject line that reads National Communications Officer.

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www.CASAforChildren.org

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