



National CASA Association Seeks Director of Network Marketing & Communications

Location: Seattle, WA

Posted: 2/3/17

The National CASA Association, together with a network of state and local programs, works to train, support, and retain court-appointed volunteers and guardians ad litem who work in the best interests of our nation's most vulnerable children. Volunteers work tirelessly to ensure every abused or neglected child can be safe, be secure in a permanent home, as well as receive the critical support necessary to thrive and succeed. Strategic marketing and communication efforts will build the awareness, understanding, and affection of stakeholders to support the ability of state and local programs to raise funds, recruit and retain volunteers, serve more children, and better measure impact.

Position Summary:

The Director of Network Marketing & Communications at National CASA plays an integral role in leading strategic engagement with its member network of nearly 1,000 CASA/GAL programs in 49 states and building their capacity to promote and communicate externally. This individual is responsible for building and implementing a strategic communication plan to meet the informational and technical assistance needs of the network. The Director will lead marketing and communications capacity building efforts by creating new strategies, tools, and templates that extend the CASA brand and advance the awareness and growth goals of network member organizations. The Director plays an integral role in promoting the work of the CASA Network to national audiences.

The position reports to the Chief Advancement Officer and works with the National CASA marketing and communications and member services departments to ensure that strategies and activities are aligned with organizational priorities and network needs.

Core Duties and Responsibilities:

- Provide marketing and communications technical assistance to state and local member programs
- Contribute to National CASA brand-building and marketing communications strategy development, and lead corresponding collaboration and information dissemination efforts to network members
- Develop and implement an integrated Strategic Network Communications Plan to meet the informational and training needs of CASA network members
- Tailor National CASA communications tools and work products to the needs of National CASA's network through the creation of new distribution strategies, toolkits and implementation guides, conference trainings, and webinars

- Create a brand/public relations strategy and set of user-friendly templates that will allow member programs to cultivate and enhance meaningful relationships with targeted external audiences, including the media and key influencers
- Work with National CASA's communication team and network member committees to recognize internal and external communications challenges, opportunities, and solutions; and define and execute appropriate strategies to support them
- Conceptualize and develop content-rich workshops that respond to network needs for marketing and communications at the annual National CASA/GAL Conference and regional meetings
- Exercise judgment to prioritize media opportunities and prepare talking points, speeches, presentations and other supporting material as needed
- Provide strategic communications and public relations support to state and local CASA/GAL programs in crisis management situations; advise National CASA leadership on the situation and the need for a National CASA response
- Participate in stakeholder analysis and communication planning with the National CASA Advancement and senior leadership teams
- Actively cultivate and manage press relationships to ensure coverage of issues of strategic importance to the network, as well as National CASA's member-directed programs, special events, public announcements, and other projects
- Build and manage a communications support team, including National CASA's communication and members services departments, network program advisory committees, and outside consultants and contractors

Experience and Professional Qualifications:

- Bachelor's Degree is required
- 8+ years experience in a communications role is required
- Strong writing and editing skills are required
- Significant communication strategy experience, including a blend of non-profit organization advocacy and media relations
- Good entrepreneurial work ethic and a desire to "get the job done"
- Willingness to share own ideas, even amongst senior staff and board members
- Ability to prioritize and follow through effectively
- A strong track record of positioning an organization to achieve tangible outcomes in a competitive communications environment
- Ability to coach and support senior leaders as spokespersons
- Experience with Microsoft Office Suite required
- Experience with Adobe Creative Suite preferred
- Experience with Wordpress and/or HTML preferred
- Willing to execute day-to-day tasks and work independently

Salary and Benefits:

National CASA offers a competitive base salary plus benefits, generous paid leave, and work/life balance policies. This is a full-time exempt position.

Organizational Values:

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

National CASA, headquartered in Seattle, Washington, with a new office in Washington D.C., is committed to an inclusive and welcoming workplace environment, and is proud

to be recognized for Excellence in Workplace Flexibility by the Alfred P. Sloan Foundation, 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 states Director Network Marketing & Communications by February 24, 2017.

Note: Applicants are encouraged to apply as early as possible. Screening and selection processes may commence prior to this posting's closing date in order to fulfill critical business needs.

NATIONAL COURT APPOINTED SPECIAL ADVOCATE ASSOCIATION
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