



Senior Director of Marketing and Communications

Founded in 2012, The COMMIT Foundation's mission is to empower service members, veterans, and their families through personalized programs, resources, and the support of our community to create purposeful and fulfilling transitions. The COMMIT Foundation is changing the way veterans and corporate America think about military transition by providing high touch transition support that becomes the standard nationwide so veterans in all communities can access services helping them identify their passions, build strong networks, and leverage their skills in civilian careers.

The COMMIT Foundation seeks a full-time Senior Director of Marketing & Communications to join the team. The Senior Director of Marketing & Communications serves as a critical member of COMMIT's Integration and Advancement team. In collaboration with COMMIT leadership, the Senior Director of Marketing and Communications is responsible for the overall marketing and communications of COMMIT's programs, development, events, organizational communications, public relations, branding strategies and tactics, and related projects.

Key Responsibilities:

Defines strategic communications goals and develops the marketing strategy in conjunction with all stakeholders and contributors to achieve these goals

- Develops and executes a communication strategy that takes into account all internal and external COMMIT communications
- Guides editorial direction, design, production, and distribution of external communications.
- Provides insight in the design of COMMIT'S website in collaboration with the relevant staff
- Develops digital and traditional marketing campaigns across multiple platforms and directs the implementation of a social media strategy
- In coordination with Chief Strategy and Integration Officer, Director of Veteran Engagement, and CPO, creates and executes a strategy for growing COMMIT's reach through multimedia channels including developing thought-leadership pieces in writing, video content, webinars, and podcasts
- Develops targeted messaging to promote the value of investing in veteran transition
- Builds effective collaborations with key departments at COMMIT, including Programs, IT, Development, and Operations

- Develops department budget and related assumptions to achieve annual revenue goals
- Other duties as assigned

Qualifications:

Education and Experience

- BS/BA Degree or an equivalent combination of education and experience
- At least seven years of experience in designing and executing marketing and/or membership campaigns using online tools, email, and all major social media channels
- At least seven years of progressively responsible experience with sales, marketing, media, and communications activities, ideally in non-profit and/or public sector-related settings
- At least five years' experience managing, planning, and budgeting for a marketing/sales/outreach department that includes two or more professional staff members

Knowledge and Skills

- Demonstrated knowledge and use of a large variety of marketing, membership development skills, and strategies (marketing mix)
- Ability to plan and implement initiatives strategically and maintain the integrity of the brand
- Strong written and oral communication skills
- Ability to effectively, tactfully, and diplomatically communicate to all levels of the organization
- Demonstrated skill in communicating with individuals outside of the organization and in persuading decision-makers
- Excellent customer relationship and interpersonal skills
- Excellent organizational skills
- Ability to set priorities and adapt to changing priorities, meet multiple deadlines in a fast-paced environment
- Ability to think strategically and perform tactically
- Analytical and critical decision-making skills
- Collaborative, team builder, comfortable with facilitation
- Accuracy and strong attention to detail
- Project management skills
- A broad understanding of and commitment to sustainability
- Personal Computer literacy skills (Microsoft AND Google Suite of Products: Word/Excel/PowerPoint/Outlook or Google equivalents) computer applications and Internet sharing and conferencing applications (Zoom, WebEx, Google Drive, etc.)
- Able to manage and maintain a fully functioning professional home office

Location: Remote

Compensation: Competitive salary with consideration given to level of experience

Benefits: Paid Time Off, Health Insurance, Matching IRA, Cell Phone Stipend

Apply: [Please click here to apply](#)

Equal Opportunity Employer

COMMIT is an equal opportunity employer and complies with all applicable federal, state, and local fair employment practices laws. COMMIT strictly prohibits and does not tolerate discrimination against employees, applicants, or any other covered persons because of race, color, religion, creed, national origin or ancestry, ethnicity, sex (including pregnancy and sexual orientation), gender (including gender nonconformity and status as a transgender individual), age, physical or mental disability, citizenship, past, current, or prospective service in the uniformed services, genetic information, or any other characteristic protected under applicable federal, state, or local law. All COMMIT employees, other workers, and representatives are prohibited from engaging in unlawful discrimination. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, training, promotion, discipline, compensation, benefits, and termination of employment.