The National Office of The ALS Association is recruiting a Director of Communications who will report to the Vice President, Communications. The successful candidate will be responsible for conceiving and writing a range of communications including feature stories on ALS and the mission of The ALS Association. Additionally, the successful candidate will assist with the creation of content for campaigns on varied communication channels, including the website, email, and social media. Some travel may be required. This is a full-time exempt position based in the Washington, D.C. headquarters of The ALS Association.

Core duties and responsibilities include the following. Other duties may be assigned.

• In collaboration with the Vice President, Communications, promote awareness and better understanding of ALS and the mission of The ALS Association with emphasis on story telling.
• Serve as The ALS Association’s storyteller while creating compelling digital content. Work with ALS Association chapters and with national staff to identify and develop stories about patients, programs and services, for internal and external distribution, that represent the Association’s diverse activities related to its vision and mission.
• Oversee the creation, distribution, scheduling, and maintenance of digital content across channels and platforms including social media.
• Ensure all content is on brand and consistent in terms of style, quality, and tone.
• Review public facing communications that come from different departments within The ALS Association national office, to ensure continuity of tone and information.
• Prepare news articles, press releases, and other written materials, including talking points and template materials for use by chapters of The ALS Association.
• Assist in planning and executing key organization-wide communications initiatives such as ALS Awareness Month.
• Manage relationships, media monitoring and distribution vendors, preparing monthly reports for quantifying ALS awareness.
• Track and understand ALS and newsworthy developments that may require organizational attention and engagement.
• Working in partnership with the Development department, manage content for bi-monthly email newsletter to supporters of The ALS Association, as well as other Development campaigns that occur throughout the year (e.g., Year End, Welcome Series, Chapter Welcome Series, Major Gift letters, etc.).
• Maintain and update key position statements on various topics of importance to The Association and the ALS community.
• Serve as copy editor for Association print and digital materials.
• Manage the ALS Association blog and editorial calendar.
• Convey a professional and positive image that reflects favorably on The ALS Association.

EDUCATION AND EXPERIENCE:

• Bachelor’s degree in a related field.
• Five to seven years of progressive professional experience working in an editorial function.
• Expertise with online platforms: content management systems for web, e-newsletter services, and social media.
• Experience using web analytics and social media monitoring/measurement tools.
Job Opportunity
Director, Communications
Washington, D.C.
September 2017

SKILLS:

- Demonstrated ability to translate complex subject matter such as scientific research into lay language is highly desirable.
- Prefer knowledge and experience working on a Development team, specifically on campaigns and communications geared towards donors, constituents and other internal and external audiences.
- Excellent written and verbal communications skills required.
- Strong writing and copy-editing skills.
- Obsessive attention to detail—you immediately notice the double space in that sentence and still will not let it go.
- Organization skills, and ability to adapt and maintain flexibility with work assignments highly desired.
- Understands business implications of decisions; displays orientation to profitability; demonstrates knowledge of market and competition; aligns work with strategic goals.
- Mature, highly motivated and possess the highest ethical standards.
- The ability to develop strategies to achieve organizational goals; understands organization's strengths & weaknesses; analyzes market and competition; identifies external threats and opportunities; adapts strategy to changing conditions.

Qualified and interested candidates please submit your cover letter and resume to: jobs@alsa-national.org

The ALS Association endeavors to make www.alsa.org accessible to any and all users. If you would like to contact us regarding the accessibility of our website or need assistance completing the application process, please call 202.464.8831 or email onlineaccommodations@alsa-national.org . This contact information is for accommodation requests only and cannot be used to inquire about the status of applications.

The ALS Association is an equal opportunity employer. Qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability or protected veteran status. For our EEO Policy Statement, please click here.