Director of Communications and Marketing

WHO WE ARE
Founded in 1977, the Les Turner ALS Foundation is the leader in comprehensive ALS care in Chicagoland. Although we’re one of the largest independent ALS groups in the country, we treat each person like family and we’re committed to supporting them every step of the way. Our individualized approach ensures each person living with the disease receives the best quality of care, and our local community of support provides their loved ones with answers and encouragement. Our Les Turner ALS Center at Northwestern Medicine is led by the most well-respected and successful clinicians and researchers in the field, advancing vital care and research in pursuit of life-enhancing treatments and a cure.

Our mission is to provide the most comprehensive care and support to people living with ALS and their families in Chicagoland so they can confidently navigate the disease, and advance scientific research for the prevention, treatment and cure of ALS.

POSITION DESCRIPTION
We seek a highly motivated communications professional with a passion for making a difference to join our senior leadership team as Director of Communications and Marketing, reporting to the CEO.

In this pivotal role, you will have oversight of all the Foundation’s communications and marketing activities. This includes but is not limited to the following; building and implementing a long-term communications strategy in furtherance of our mission and values - from brand and identity management, development of compelling communication pieces and educational assets, oversight of design and maintenance of the Foundation website, and support of PR efforts that elevate the Foundation as a thought leader in ALS research, care, education and advocacy.

You will partner with all areas of our mission, our Support Services team and members of the Les Turner ALS Center at Northwestern Medicine to coach and advise them on how to best leverage the power of communications to advance the Foundation’s mission. You will serve as an ambassador for the Foundation, building and growing external relationships and exemplify our core values and advance our vision in all aspects of your work.

This position is based at our office in Skokie, Illinois

MANAGES
Communications and Marketing Manager
DUTIES AND RESPONSIBILITIES

Strategic Planning and Brand Oversight

- Develop, manage and budget for the execution of a comprehensive, integrated annual strategic marketing and communications plan for the Foundation to span across all the Foundation’s fundraising, education, support services and communication channels. Consult and work with all staff to assure accuracy and updated information.
- Create and implement an effective, integrated communication plan that increases the engagement of donors, patients, families and other stakeholders, and raises the general awareness of the Foundation and of the disease.
- Act as Foundation liaison with Northwestern Medicine’s and University’s communication departments, to ensure the communication channels between the Foundation and the Les Turner ALS Center at Northwestern Medicine stay strong and viable.
- Responsible for Foundation brand through messaging and print collateral; ensure Foundation is presented to all stakeholders clearly and consistently.
- Stay abreast of current trends in branding, marketing and communications.

Copywriting, Editing and Design

- Identify program, development and event marketing needs; partner with interdepartmental team members to create and implement goals.
- Act as creative director and senior writer and editor for all organizational communication and marketing materials, including our print and e-newsletters, annual report and other print and digital publications as assigned.
- Manage all communication campaigns from start to finish, including planning, testing, evaluating and reporting.
- Build presentations and other collateral to support Foundation and its education, support services and major gift solicitations and/or various other needs as appropriate.
- Oversee vendors to produce graphic design and print projects.
- Other design work as needed.

Public Relations

- Create a robust public relations strategy; oversee public relations consultant and annual PR plan; collaborate on all press releases related to news of disease, events, organizational changes, etc. Work with staff to actively provide leads to PR consultant for engaging patient/family/research stories.
- Coordinate Center-related public relations through Northwestern Medicine.

Customer Relationship Management (CRM) Software

- Stay informed of software’s new releases and how to best utilize software to more effectively target and communicate with donors and constituents; suggest changes as needed.
- Oversee building and maintenance of event and fundraising microsites.
- Work with System Manager and Database Assistant in troubleshooting of CRM issues.

Management

- Effectively manage Communications Manager in execution of social media, website, events communication and marketing and all other assignments and duties.
• Manage and help train staff on Luminate Online CRM software

Other Responsibilities
• Ascertain, track and report on key metrics to effectively measure the performance of all communications efforts
• Manage relationships with external public relations consultants, designers, advertisers, vendors and Foundation spokespersons
• Attend and coordinate minute taking at all board meetings with Foundation Secretary
• Act as co-staff liaison for the Development and Communications Committee of the board.
• Attend Foundation special events and other functions as needed

QUALIFICATIONS
• Be comfortable interacting with families from diverse disability, cultural and economic backgrounds, who are affected by ALS
• Bachelor’s degree in marketing, communications, journalism or public affairs preferred. Graduate degree a plus.
• 7-10 years of communications and marketing experience in a professional setting; non-profit experience preferred
• Expertise in database, email marketing and content management systems. Knowledge of Blackbaud products a plus, particularly Luminate Online.
• Creative, flexible, disciplined with strong research, analytical and writing skills and excellent attention to detail
• Familiarity with HTML, WordPress, Adobe Create Suite and Google Analytics a plus
• Experience in implementing branding guidelines
• Must possess experience and ability to interact professionally with donors, visitors, vendors and internal staff
• Flexibility to attend evening and/or weekend meetings and/or events
• Must have valid driver’s license and access to a car

WHAT WE OFFER
We offer a warm, friendly office environment full of highly motivated and inspiring teammates. Salary for this role is competitive and commensurate with your skills and experience. Our benefits package is robust and includes comprehensive health insurance, 401k with organizational match, generous paid time off, nine paid holidays, summer hours, disability and life insurance.

TO APPLY
Please submit cover letter, resume and two writing samples (no more than five pages) to demonstrate your interest in the role and the Foundation to dmarron@lesturnerals.org writing “Director of Communications and Marketing” in the subject line. Applications will be accepted until the position is filled.

The Director of Communications and Marketing is a full-time, salaried, non-exempt position.

The Les Turner ALS Foundation is an equal opportunity employer. We firmly believe that the application of the concept of equal opportunity means a better work force and better business for all. Therefore, we will not discriminate and will take affirmative action measures to ensure against discrimination in employment, recruitment, advertisements for employment, compensation, termination, upgrading, promotions, and other conditions of employment against
any employee or job applicant on the basis of race, color, gender, religion (creed), national origin (ancestry), age, marital status, disability, military status, sexual orientation or gender expression.