

OPERATION GRATITUDE
Director of Communications
Washington DC or remote

WHO WE ARE

Demonstrating that actions speak louder than words, Operation Gratitude, a 501(c)(3) organization, provides tangible ways to forge strong bonds between grateful Americans and their Military and First Responder heroes through volunteer service projects, acts of gratitude, and meaningful engagements in communities nationwide. Founded in March of 2003, Operation Gratitude has provided opportunities for countless Americans to say “Thank You” to more than 2.2 million of our nation’s Heroes through its customized Care Package programs, sending more than 1.7 million Care Packages to deployed Service Members since its inception.

In 2019, Operation Gratitude launched its *Make Every Minute Count* Campaign with the goal of delivering 525,600 Care Packages – one every minute of the year – to Deployed Troops, their families at home, Veterans, Wounded Heroes and Caregivers, new Recruit Graduates, and First Responders. Awarded a 4-Star rating from Charity Navigator and a Platinum rating from Guidestar, 94 percent of Operation Gratitude’s expenditures go directly to programs that support our nation’s men and women in uniform at home and abroad. To learn more, visit www.operationgratitude.com.

THE OPPORTUNITY

Reporting directly to the CEO, the Director of Communications will strengthen Operation Gratitude’s brand and raise its visibility to ensure it is recognized as the foremost national organization in the realms of Volunteerism and Military/First Responder Support through a Communication Strategy supported by quick-turn and engaging communication products and targeted campaigns. The Director of Communications will play a lead role in amplifying the story of the organization through earned, paid, owned and digital media and will work closely with the senior peer group within the organization as the communications partner on a variety of strategic initiatives. If you thrive on tight deadlines, love pitching a great story, can’t “wait until morning” to share a victory with the team, and appreciate the duty and honor of the military, first responders and their families above most other things in life, this is the job for you.

RESPONSIBILITIES AND DUTIES

Strategic Communications:

- Develop and implement an annual strategic communications plan for effective internal and external communication campaigns in alignment with priorities of the Board and CEO, including content calendar, stakeholder map, and measurements of on-line engagements, media coverage.
- Play a critical role establishing, maintaining and growing a consistent voice for, and communication with, all internal and external stakeholders.

Digital Communications:

- Develop and execute an integrated digital communications strategy across all online platforms (website, email, e-newsletters, social media, and blog).

- Regularly generate targeted digital content, videos, surveys and infographics, and distribute through all platforms to amplify key messages, campaigns and fundraising efforts.
- Coordinate web presence —ensure that new and consistent information (article links, stories, events and statistics) is posted regularly.
- Track and measure engagement and capture trends.

Media and External Relations:

- Lead coordination of all public relations opportunities, including fielding and pitching requests for speaking events and media interviews.
- Develop press releases, public statements, talking points, speeches, op-eds and other communications materials, often on very short deadline.
- Work with community and corporate partners and/or elected officials to coordinate press events or direct actions for key events, campaigns, initiatives and programs.
- Cultivate and maintain long-term relationships with local and national media, community leaders, and elected officials to advance public awareness and support.
- Serve as chief wordsmith and copy editor for the organization.
- Monitor the political and media landscape to stay current on relevant issues at local and federal levels, and participate in local, regional or national narrative as relevant and helpful to the organization's brand.
- Keep and maintain media database.

Internal Communications:

- Build stronger internal communications processes, work streams, and policies using industry best practices.
- Develop and grow the team of volunteers with steady and engaging communication.

Publications and Design:

- Design print materials for outreach efforts.
- Develop and maintain the organization's style guide.
- Write, design, and/or perform copy edits for key publications, fact sheets, and brochures, including without limitation Newsletters, Annual Reports and Charity Evaluation Reports.

Training

- Develop spokespeople among staff, board members and volunteers through trainings in media relations and effective communications and identify on-line and in-person opportunities to share their stories.
- Other duties, as assigned.

REQUIRED QUALIFICATIONS

- Bachelor's degree in communications, journalism, or related field; or equivalent experience.
- 5-10 years of strategic communications experience with demonstrated success in managing multiple aspects of media relations, digital media, and brand management
- Knowledge of and experience managing websites, social media, other digital platforms and the power of storytelling.
- Excellent verbal, written, interpersonal, and group communication skills.
- The ability to transform information into key messages, disseminate it to the right audiences through the best distribution channels, often on short deadline.
- Exceptional administrative, organizational and time management skills; ability to self-set own priorities and meet deadlines.
- Passion for staying up to date on the latest media and engagement strategies and best practices.
- Ability to operate and excel in deadline-driven environments.
- Sincere commitment to work collaboratively with, and provide a high level of "customer service" to, all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters.
- The ability to work some nights and weekends, and/or to travel, as needed.

DESIRED QUALIFICATIONS

- Experience with WordPress, Adobe Creative Suite, Google Suite, Salesforce, Pardot.
- Experience working at a non-profit or on political/issue campaigns.
- Service in, or affiliation with, the Military/First Responder communities.

Operation Gratitude is an equal opportunity employer. For more information about Operation Gratitude, please visit www.operationgratitude.com.

HOW TO APPLY

kevin@operationgratitude.com

Please email a resume, cover letter, writing samples and references to:

Kevin Schmiegel at kevin@operationgratitude.com and include "Director of Communications Position" in the subject line.

Please note that telephone calls will not be accepted.

Applications will be accepted until the position is filled.

SALARY & BENEFITS

Salary is competitive and dependent on experience. Full benefits, including medical, dental and vision, 401k and life insurance, are available

PROFESSIONAL LEVEL: Managerial/Exempt