



**NOTRE DAME MISSION VOLUNTEERS AMERICORPS (NDMVA)
COMMUNICATIONS DIRECTOR
POSITION DESCRIPTION**

Our Notre Dame Mission Volunteers Staff is dedicated to improving access to education, building community, and providing opportunity worldwide. The Notre Dame Mission Volunteers National Office supports the work of NDMVA teams around the world. NDMVA facilitates the service of 400+ AmeriCorps members in 20 teams across the country. We are always looking to expand our capacity with talented and committed individuals looking to join our team. Learn more about [NDMVA](#) and our founders, [The Sisters of Notre Dame de Namur](#).

POSITION SUMMARY

NDMVA seeks a Communications Director to envision, execute and amplify the organization's communications and public relations strategy. Reporting to and working closely with the Executive Director and the NDMVA leadership team, this management position is responsible for broadening NDMVA's visibility in the Catholic and secular arenas. The Communications Director works cross-functionally to curate inspiring narratives of mission, education and service; produce and disseminate all marketing communications materials, including donor, program and brand-building collateral; build awareness of NDMVA through strategic digital marketing, public relations, and events; oversee NDMVA's branding and image; oversee the management of the NDMVA website and other digital medium; and assist with fundraising assets and communication.

The ideal candidate brings innovation, creativity, and vision for cultivating awareness of, engagement in, and support of NDMVA's mission to promote and expand access to literacy and education. The Communications Director will work in a collaborative environment with a dedicated staff to develop, execute and achieve ambitious public relations goals. S/he will be an imaginative, self-motivated leader – a skilled storyteller with a passion for service and justice, serving with the highest integrity, modeling stewardship, and possessing sound judgment.

PRIMARY RESPONSIBILITIES

Strategic Management

- Work closely with the NDMVA leadership team to set overall communications and public relations strategy, including goals, priorities, calendars, targets, and measurements for success
- Develop, implement, and evaluate strategy for public engagement, messaging, and storytelling related to mission and service, NDMVA, its partners, and its diverse audiences



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- Employ and manage a full range of technologies, tools, event calendars, and other channels to increase NDMVA's profile and leverage major events, focal points, and existing initiatives during the NDMV program year
- Liaise with and manage communication among existing NDMV stakeholders– including the Sisters of Notre Dame de Namur, AmeriCorps National Service Network, and NDMVA partner sites, alumni, donors – and establish possible new networks to ensure opportunities for strong collaboration, as well as support and exposure for NDMVA
- Remain informed of issues and relevant policies in education, community service and Catholic Social Teaching
- Design, establish and maintain an organizational communications structure within NDMVA providing leadership, strategic direction, and general skills that motivate staff and members and foster cross-functional synergy
- Plan Site Director engagement initiatives to amplify messages on a local level (i.e. developing a timeline for working with each city's local media, developing a plan for responding to unexpected events involving local teams, etc.)
- Provide guidelines and training for staff and members as needed to support communications and public relations efforts
- Prepare, oversee and monitor communications budget
- Assist nationwide team to ensure primary goals of Midyear are met (strengthening organization identity, member training, teambuilding, marketing, strengthening key relationships, etc.)

Media

- Create strategic promotional and marketing materials to meet diverse messaging needs (e.g., multicultural audiences, digital platforms, NDMVA events, press releases, articles, blogs, etc.)
- Identify key media outlets, cultivating relationships with organizations and journalists in national, regional, and local faith-based and secular media outlets and publications, inclusive of occasional in-person visits to communities where NDMVA serves
- Oversee the editing of all mass communications created within NDMVA for clarity, consistency, voice, and message
- Develop and implement NDMVA's social media strategy to increase awareness, support fundraising, and foster recruitment of missionaries
- Write clear and compelling press releases and by-lined articles as needed
- Coordinate contributions from staff and members to the website, social media, print materials etc., ensuring adherence to the formats and policies for communications
- Manage the current and future internal communications forums, including e-blasts, blogs, etc.
- Work with media consultants to create videos, ads, and other materials to use as promotional and educational materials as needed
- Represent NDMVA at internal and external events as required or needed



Website and Social Media

- Oversee day-to-day management of NDMVA's website and other social media platforms
- Lead the research, planning, implementation and evaluation of the long-term development of NDMVA web and digital presence
- Develop web and social media analytic reporting structure to monitor strategic progress

Publications and Materials

- Coordinate the production of all internal and external NDMVA communications, publications, and materials maintaining consistency in content, appearance and format, inclusive of proposals, missioner profiles, general donor materials, and NDMVA educational materials
- Lead in the creation of an annual report

Fundraising / Development

- With executive director and development consultants, coordinate regular appeals and thank you letters
- Create and implement donor acquisition and cultivation strategies through NDMVA communication channels for accessing, understanding and acquiring donors
- Maintain continued awareness of NDMVA fundraising goals and respond accordingly with assistance in direct mail, online/digital giving, and engagement campaigns that inspire donors and support

Brand Management

- Create, distribute and oversee a visual identity or style guide of brand standards for NDMVA
- Develop, implement, and maintain, in collaboration with external consultants as required, strong NDMVA visual branding
- Enhance and maintain NDMVA digital asset management tool for use across a range of communications forms, with a priority on acquiring current videos and pictures of NDMVA Missioners in mission

QUALIFICATIONS AND SKILLS

- Minimum Bachelor's degree or equivalent (Master's degree preferable) from a recognized institution with 3+ years of experience in a related nonprofit field (prior experience with a domestic or international service program, e.g. AmeriCorps, Peace Corps, etc., preferred)
- Demonstrated understanding of public relations concepts, practices, and procedures, including media appearances, journalistic writing, editing, proof-reading and creative design
- Demonstrated experience in building and executing strategies for digital engagement
- Knowledge of and passion for mission, service, and Catholic Social Teaching



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- Skilled and confident user in Google and other communications applications such as Google Suite, Adobe Creative Cloud including InDesign and Photoshop, WordPress CMS, Zoom, Canvas, DonorPerfect, Constant Contact, Google Analytics and/or other platforms as needed.
- Proven work experience in social media marketing or as a digital media specialist
- Knowledge of web design and development, and Search Engine Optimization strategies
- Full proficiency in spoken and written English required; full proficiency in spoken and written Spanish is a significant asset
- Excellent written and oral communication skills, conveying messages to different audiences using diverse media
- Experience leading a team in a professional environment
- Experience with grants management or compliance monitoring
- Strong multitasking and organizational ability
- Ability to analyze information from different sources and to synthesize this information into coherent and brief communication documents
- Demonstrated ability to work effectively with major media, including building relationships with major and local media representatives
- Proactive approach to meeting deadlines and delivering results with limited supervision
- Ability to see value in diversity and is easily able to collaborate with diverse groups to accomplish mission-driven goals

A communications portfolio, inclusive of writing and creative design samples, will be required at the final interview stage.

Compensation: Salary will be commensurate with experience and proven track record. NDMVA views this as a significant leadership role on our team.

Location: Ideally in the Baltimore or Mid-Atlantic region, but openness to virtual work will be considered for the ideal candidate.

Application Deadline: August 25, 2023

To apply, please send a copy of your resume and cover letter, inclusive of salary range, to jobopening@ndmva.org