



Junior Achievement of Greater Washington

Position Title: Vice President of Communications

Department: Communications

Reports To: EVP & COO

Salary Range: \$145,000-\$150,000

At JA of Greater Washington, we're motivated by our mission – teaching young people how to succeed in a global economy – and we wake up every day inspired to serve more than 40,000 students in the Washington, D.C. area. Join Junior achievement and join us in a career that matters.

Opportunity Overview

The Vice President (VP) of Communications is an integral member of the senior leadership team and is responsible for developing and overseeing the implementation of JA of Greater Washington's communication strategy. Managing a growing communications team, the VP of Communications directs activities that promote, enhance and protect the organization's brand reputation.

This position requires a leader who can develop our organizational capacity for effective, forward-thinking marketing and communications. This individual will need the experience and discernment to identify strategies and approaches that will effectively achieve strategic goals, plus the ability to build organization-wide buy-in from the executive team and staff members in development, education and operations.

The goal is to advance the organization's position with relevant constituents and create broader awareness that ultimately drives private and public sector support for the mission. This individual is responsible for JA of Greater Washington's varied and integrated communications efforts including brand management; media and public relations; executive communications; digital marketing and communications; and event marketing.

What You Will Do

Communications Strategy, Vision and Leadership

- Develop and implement an annual integrated strategic communications plan to advance JA of Greater Washington's organizational priorities; promote and protect the brand; and broaden visibility and awareness of its mission and programs across key stakeholder audiences.
- Act as the lead brand strategist for the organization, ensuring communications and creative support the brand image and messages, adhering to national and local JA standards.

- Create marketing/public relations strategies to help JA of Greater Washington leadership cultivate and enhance meaningful relationships with targeted audiences, including the media, supporters and key influencers.
- Identify challenges and emerging issues faced by the organization. Work with the executive team and staff to recognize internal and external communications opportunities and solutions, plus define and execute appropriate strategies to support them.
- Monitor and analyze marketing and communication metrics to assess the effectiveness of campaigns and strategies and optimize future initiatives.
- Serve as communications counselor to JA of Greater Washington executive leadership.
- Work closely with the CEO to align communication strategies with overall organizational goals and provide regular updates on key communication initiatives.

Communications Operations

- Exercise judgment to prepare effective talking points, speeches, presentations and other supporting material as needed for organization spokespeople and executives.
- Oversee development of all JA of Greater Washington content and creative including the annual impact report, marketing collateral materials, videos, event materials, newsletters, website content and social media; manage internal and external team resources to deliver these materials.
- Develop and maintain relationships with relevant media outlets and manage media inquiries effectively to ensure coverage surrounding JA of Greater Washington programs, special events, public announcements and other projects.
- Oversee the day-to-day activities of the communications function including budgeting, planning and staff development.

Team Development/Management

- Manage two communications team members to support the development and execution of the communications strategy.
- Establish and monitor staff performance and development goals, assign accountabilities, set objectives, establish priorities and conduct annual performance appraisals.
- Coach and mentor team members to help them reach their full potential, building a strong and collaborative work environment.

Education and Experience

- Bachelor's degree in communications, marketing, journalism or related field (or equivalent combination of education and professional experience).
- Minimum 8 years of experience in a management role, either in-house or with an agency.
- Experience working in or for the nonprofit and/or education sectors preferred.
- Proven experience and leadership in managing a comprehensive strategic communications, public relations and marketing program to advance an organization's mission and goals.

- Extensive successful writing and editing experience (externally focused) with various print and online communications channels.
- Demonstrated skill and comfort in proactively building relationships with media and successfully positioning subject matter for positive coverage.
- A thorough grasp of leading-edge marketing and communications tools and creative production that positions the candidate to effectively oversee work in website development/management, email marketing, social media, design, print production, and video production.
- Experience in mentoring and coaching a team of communications specialists.

Professional Skills and Abilities

- A strategic thinker, with a track record for identifying strategies and action plans that achieve organizational goals.
- Excellent judgment and creative problem-solving skills, including negotiation and conflict resolution skills.
- Exceptional written, oral, interpersonal and presentation skills.
- Ability to influence and engage direct and indirect reports and peers.
- Confidence to gain the credibility and respect of executive leadership, members of the Board of Directors and other influencers.
- Self-reliant, results-oriented and proactive.
- Flexible, with the ability to make decisions in a changing environment, respond calmly in a crisis and anticipate future needs.
- Ability to operate effectively both strategically and tactically.

Organizational Requirements

- Must have received or be willing to receive the COVID-19 vaccine by date of hire to be considered.
- Have the ability to pass a federal background check, and to be permitted to work in the presence of children, prior to the first day of employment.

Work Environment

- The position will support the organization's Greater Washington service area that includes the District of Columbia, Northern Virginia, and the Prince George's, Montgomery, and Southern Maryland Communities.
- JA of Greater Washington operates within a hybrid working environment that requires each employee to report to a physical office two days per week.
- Limited local travel in the Greater Washington area, and operational flexibility to meet business needs, is required.

Benefits

JA of Greater Washington offers a competitive salary along with the benefits listed below (partial list) and a fun, challenging work environment:

- 100% company paid medical/dental/vision coverage/group life insurance for employees.

- 401(K) plan in which JA of Greater Washington contributes 3% of an employee's pay after employee has worked at least two months.
- JA of Greater Washington will contribute 3% into a personal traditional IRA until an employee is eligible for the 401(K) plan.
- Paid Parental Leave offered to full-time employees who have been with JA for at least a year.
- Employees may be granted up to 16 hours of paid volunteer activity leave per calendar year.
- Generous paid time off program in which the benefits increase along with employee's tenure with the organization.
- Observe all federal holidays during the calendar year. In addition, JA observes December 25 – December 31 as a paid holiday.

JA of Greater Washington is an Equal Opportunity/Affirmative Action Employer

All qualified applicants will receive consideration for employment without regard to race, color, creed, religion, disability, sex, age, ethnic or national origin, marital status, sexual orientation, gender identity or presentation, pregnancy, genetics, veteran status or any other status protected by state or federal law.

Other Duties

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Duties, responsibilities and activities may change or new ones may be assigned at any time with or without notice.

Next Steps

Please email a resume, a brief statement of interest (100 words or less) and two work samples to jagwjobs@ja.org. Please reference the position title in the subject line. Incomplete applications will not be considered. No phone calls, please.