

## **Director of Marketing and Communications**

NCAJ is seeking a Director of Marketing and Communications to oversee the marketing and communications program. The Director of Marketing and Communications must implement a sound marketing strategy and build strong channels of communication both internally with members and externally with key audiences. The Director of Marketing and Communications works in close collaboration with the Executive Director and leads the development and implementation of the organization's marketing and communications plan. The right candidate will implement innovative marketing and communications strategies to improve the overall member experience.

The Director of Marketing and Communications must demonstrate a passion for NCAJ's mission of protecting people's rights and the priorities of NCAJ.

### **Responsibilities**

- Create and implement NCAJ's overall marketing, communications and branding strategy.
- Manage the daily operations of marketing and communications department functions.
- Promote NCAJ and association members and lead efforts to ensure the NCAJ brand is consistent and leveraged through execution and management of marketing efforts, print/online ads, website, collateral material, signage and other promotional materials.
- Develop a marketing proposal for NCAJ and implement annual promotional campaigns.
- Develop NCAJ's presence on social media.
- Maintain all aspects of the NCAJ website.
- Manage all association publications, including a quarterly *Trial Briefs* magazine, LexisNexis manuals, an e-newsletter and a member directory. Establish an editorial calendar, solicit content, recruit editors, market materials and manage advertising sales.
- Manages relationships with graphics production and print vendors.
- Develop Annual Convention and Sustainer Summit marketing materials and exhibitor registration materials.
- Serve as media liaison and spokesperson when necessary and develop strategies for positive media coverage, especially as it relates to advocacy efforts.
- Manage member communication and effectively track the amount of communications distributed to members in a comprehensive fashion.
- Work closely with Director of Development and Member Engagement to support the overall membership development goals and objectives.

### **General**

- Maintains professional affiliations and enhances professional growth and development to keep current in the latest trends in marketing and communications particularly as it relates to association membership.
- Edit all membership communications as requested.
- Adhere to departmental budget objectives.
- Carry out other duties and responsibilities as directed by the Executive Director.

## Qualifications

- At least five years leadership experience in marketing and/or communications with proven research and marketing survey knowledge.
- Exceptional communications skills, including highly effective writing and verbal skills.
- Strong organizational skills, attention to detail and strategic thinking.
- Strong interpersonal skills including the ability to work in a fast-paced environment
- Ability to work independently and in collaboration with others to produce compelling marketing proposals which result in financial support for NCAJ.
- Ability to contribute to a collaborative team environment.
- Experience working with and supporting a Board of Governors.
- Supervisory/managerial experience.
- Self-starter with strong attention to detail.
- Previous nonprofit experience in a law-related industry or within the legal profession is preferred.
- Bachelor's degree in journalism, marketing, communications or a related field. Master's degree preferred.

## Compensation

- Salary for this full-time position is commensurate with experience and competitive with similar nonprofits. Benefits package includes health and dental insurance, retirement plan, paid time off, short-term and long-term disability, life insurance and a flexible work environment.

## How to Apply

- Email a cover letter and resume to Kim Crouch at [kcrouch@ncaj.com](mailto:kcrouch@ncaj.com). The posting will remain open until filled.

## Background

The North Carolina Advocates for Justice (NCAJ) is a nonpartisan association of legal professionals with more than 2,500 members dedicated to protecting people's rights through community, education and advocacy. NCAJ and its members work to protect the interests and civil rights of injured people, the criminally accused and convicted, families, workers and the disabled. NCAJ is led by a Board of Governors (Board) comprised of lawyers and other legal professionals elected by NCAJ membership. The Board establishes the policy framework to guide NCAJ staff, volunteer activities, and programming necessary to support NCAJ's core mission of protecting people's rights.