

Director of Communications

Reporting to the Senior Vice President (SVP), the Director of Communications will set and guide the strategy for all communications and public relations messages to articulate Alteristic's mission and oversee the consistent implementation of the Alteristic branding guidelines. The Director of Communications will ensure that Alteristic is viewed as the primary source, disseminator, and conduit of information within a diverse network and constituent base.

The Director of Communications will work closely with the leadership team as the communications partner on a variety of strategic initiatives.

Responsibilities

- Work with the SVP to develop, implement, and evaluate the annual communications plan across the organization's discreet audiences in collaboration with the Alteristic team and constituents
- Lead the generation of online content that engages audience segments and leads to measurable action.
- Put communications vehicles in place to create momentum and awareness as well as to test the effectiveness of communications activities
- Work with the External Relations team to develop an editorial calendar and oversee its implementation
- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, training materials, newsletters, brochures, videos, and website
- Produce materials for donor engagement including content for grant applications
- Mentor and lead a team member responsible for Alteristic's website administration and coordination
- Coordinate webpage maintenance—ensure that new and consistent information (article links, stories, and events) is posted regularly
- Track and measure the level of engagement within the organization's network over time
- Oversee asset management including videos, photographs, recordings and their distribution
- Work with SVP to manage all media contacts



Qualifications

- Alteristic is seeking an accomplished Director of Communications who has at least 7 years of communications experience and covering areas such as website oversight, production of printed materials, and donor communications.
- Must have experience in both print and electronic media production.
- Strong command of Adobe Creative Suite software with emphasis on InDesign, Illustrator and Photoshop
- The ability to transform knowledge into exciting and useful messages, and disseminate it to the right audiences through the best distribution channels is critical.
- Master's degree in advertising, communications, public relations or a similar area of study or relevant experience
- Highly collaborative style; experience developing and implementing communications strategies
- Excellent writing/editing and verbal communication skills
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently
- Relationship builder with the flexibility and finesse to "manage by influence"
- Experience with most up-to-date industry software and technologies (e.g. Adobe Creative Suite)
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives

How To Apply:

Alteristic has engaged Fifth Generation Consulting Partners to assist us with this hire. Interested candidates should submit a resume, cover letter and samples of your work to resume@fifthgensearch.com. Please put "Director of Communications" in email subject line.



7955 Cameron Brown Court
Springfield, Virginia 22153
alteristic.org
571.319.0354
Strength of hope.
Power of action.



ABOUT ALTERISTIC:

Alteristic is a non-profit organization that tackles societal issues at local, national, and global levels. Alteristic provides comprehensive prevention education, consultation, and training that addresses sexual assault, dating and domestic violence, stalking, harassment, suicide and other issues. Committed to optimizing and activating inherent human good, Alteristic equips and mobilizes communities to create social norms that ensure safety, respect, and the opportunity to thrive for all people. Rigorously evaluated and shown to move the needle, Alteristic was founded on the principles of the widely disseminated Green Dot violence prevention strategy. Alteristic works with domestic and international communities, educational institutions, government entities, and corporations to amplify the actions of individuals toward transformational social change.

Alteristic values and respects the diverse viewpoints and experiences and individual differences of all people. Alteristic is an equal opportunity employer and encourages all interested job seekers to apply.



7955 Cameron Brown Court
Springfield, Virginia 22153
alteristic.org
571.319.0354
Strength of hope.
Power of action.