Director of Marketing and Communications
Position Description

Reports: President
Position Type: FLSA Exempt position
Position open until filled

The Director of Marketing and Communications (DOMC) is an essential part of the Virginia War Memorial Foundation (VWMF) team and works closely and collaboratively with all Foundation and Virginia War Memorial state staff to forge and maintain positive relationships with donors and prospects, community partners, media contacts, vendors, and others. The DOMC plays a pivotal role in shaping the Foundation's image, enhancing its visibility to the public, and ensuring brand cohesion across the organization's communication touchpoints.

CORE DUTIES

Strategic Marketing and Communications Leadership

- Develop, implement, and regularly update a strategic communications and marketing plan to maximize awareness of, and audience growth for the VWMF, its mission, and its programs.
- Plan and ensure effectiveness of advertising, email and direct marketing, and overall consistency of branding and messaging.
- Work with the VWMF President to determine best uses for marketing and advertising budgets.

Collaborative Relationship Building

- Lead marketing and outreach efforts for the annual Salute to Service Reunion Celebration program to drive awareness, engagement, and participant registrations. Manage advertising and media relations firms to ensure strategic statewide outreach and coverage.
- Serve as the main point of contact for tourism initiatives and outreach through the Virginia Tourism Corporation and Richmond Regional Tourism. Represent the Foundation at tourism and marketing networking and outreach events and meetings.
- Manage the Veteran Patient letter writing campaign, leveraging media coverage and engaging new volunteer partners.
- With the Engagement and Outreach Manager, staff the Partnership Committee and the Marketing Committee.
- Regularly attend state staff meetings.

Lead Public Relations and Communications Efforts

- Develop, implement, and regularly update media relations goals and strategies.
- Coordinate with the Director of Development to ensure all donors and prospects receive cohesive and timely digital communications.
- Maintain and expand press contacts and press communications.

Lead Marketing and Branding Efforts

- Plan and ensure effectiveness of advertising, email and direct marketing, and overall consistency of branding and messaging.
- Develop and implement integrated marketing plans for exhibitions, public programs, events, and e-commerce.
- Craft and implement a comprehensive social media strategy, engaging a growing audience.
- Maintain and update website by managing content, publishing marketing materials, ensuring information is accurate and current, and optimizing the site to support marketing initiatives and enhance user experience.
- Collaborate with the Virginia War Memorial Education team to promote school and teacher outreach initiatives, including essay contests, teacher engagement programs, and educational field trip opportunities.
- Manage efforts to ensure highest ratings on charity monitoring sites.
- Monitor and report on metrics of success for attendance, marketing activities and visibility, audience demographics, and the impact of Foundation programs.

EXPERIENCE AND SKILLS

- Exceptional oral and written communications skills.
- An effective, tactful, and professional communicator with internal and external teams, the media, and the public.
- Works well under pressure and adapts to changing situations and priorities.
- Ability to develop, implement, and evaluate short- and long-range marketing plans and marketing research intended to increase attendance, name recognition, and revenue.
- Ability to deliver and measure impact of marketing and communications efforts; using data to improve decisions.
- Experience managing the production of marketing/promotional materials.
- Experience with graphic design and managing third party vendors.
- Experience overseeing and evaluating digital marketing, online and mobile advertising, and social media initiatives including website tracking and metrics, social media; PR and advertising, email marketing and communications, CRM database, SEO, mobile engagement platforms, and email acquisition strategies.
- Exemplary work ethic with a commitment to building donor confidence through discretion, professionalism, and transparency.
- A belief in the mission and vision of the VWMF.

ESSENTIAL PHYSICAL REQUIREMENTS

Candidate must be able to remain in a stationary position for long periods of time, type and observe close details on a computer screen, and move boxes or equipment up to 20 pounds.

SALARY, SCHEDULE, & BENEFITS

The salary range for this position is $85,000 to $90,000 per year. This is a hybrid position with a flexible work schedule, as the VWMF team is often required to work state holidays, weekend or evening hours to accommodate a robust event schedule. The Virginia War Memorial Foundation is proud to offer an excellent benefits package to eligible employees, including paid leave, paid holidays, life insurance, medical benefits, 401k match, and a staff Memorial Store discount.

ABOUT THE VIRGINIA WAR MEMORIAL FOUNDATION

Established in 2000, the Virginia War Memorial Foundation is a 501(c)(3) nonprofit corporation that supports educational outreach, patriotic events and programs, exhibits, and documentary films of the Virginia War Memorial. Its mission is to support the Virginia War Memorial in its efforts to preserve the stories of veterans who made the ultimate sacrifice, to honor all veterans and active-duty military, and to inspire love of country through education. The Foundation depends on the generous support of individuals, corporations, military and veterans organizations, civic groups, and grants for its funding.

ABOUT THE VIRGINIA WAR MEMORIAL

The mission of the Virginia War Memorial is to *Honor Veterans, Preserve History, Educate Youth, and Inspire Patriotism in All.* Dedicated in 1956, the Memorial includes the names of the nearly 12,000 Virginia heroes who made the ultimate sacrifice during World War II, Korea, Vietnam, the Persian Gulf, and the Global War on Terrorism. The Virginia War Memorial is and will always be the Commonwealth's tribute to those who served and most especially, to those who died defending our freedoms. The Virginia War Memorial is a division of the Virginia Department of Veterans Services (DVS) and serves as an integral part of its mission in support of all Virginians who have served in our military.

Resumes may be submitted to Anne Wilson at awilson@vawarmemorial.org. The position will remain open until filled.

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