



## Chief Communications and Marketing Officer

Reports to: Chief Executive Officer

Location: Arlington, VA (Hybrid)

The Chief Communications and Marketing Officer (CCMO) is a senior executive responsible for developing and implementing strategic communication and marketing initiatives to enhance the organization's brand image, reputation, and market position. The CCMO oversees all aspects of internal and external communications, public relations, marketing, and advertising activities.

The CCMO: 1) designs and implements a complex enterprise-wide communications strategy, 2) provides strategic leadership on the reputation, values and culture across the organization and audiences; 3) directs strategic message development, as well as thought leadership strategy and execution; 4) and manages Association-wide communications, including media, social media, integrated marketing, membership communications, and public education. The CCMO will work closely with NAMI's leadership team within the organization as the communications partner on a variety of strategic initiatives. The CCMO reports to the CEO.

### Duties and Responsibilities

- Conceptualize, develop and implement an integrated strategic communications plan to advance NAMI's mission and goals; broaden awareness of its priorities; and, increase the visibility of its programs across key stakeholder audiences, using metrics to support success or needing to redirect strategies.
- Ensure compliance of the NAMI brand and NAMI-wide integrated marketing efforts, including establishing and implementing brand standards and NAMI marketing approaches across all offices and functions. Continuously monitors marketing efforts to identify areas for quality improvement.
- Identify and manage media opportunities, prepare talking points, speeches, presentations and other supporting material as needed, including media training for leadership.
- Stay up-to-date with emerging communication and marketing trends, technologies, and best practices, and recommend their adoption when appropriate.
- Actively cultivate, engage, and manage press relationships to ensure maximum coverage surrounding NAMI's public announcements, special events and other initiatives, as well as enhancing NAMI's relationships and reputation with the media.
- Be able to identify potential crisis communications situations, create potential responses and maintain a strong crisis communications protocol and capability.
- Manage the member communications team to support the development and execution of member communications strategies and content, working in partnership across the organization to integrate efforts.
- Work with other parts of the organization on member recruitment and retention efforts.

- Manage public affairs and public education communications by working in partnership with the Office of the CEO and other NAMI departments, including Advocacy & Public Policy, Information, Support & Education, Field Advancement and Governance & Membership.
- Oversee internal NAMI Communications, draft NAMI CEO Front Office communications for NAMI senior leadership and staff when necessary.
- Maintain regular contact with NAMI state offices and affiliates located across the country to coordinate communications and co-branding opportunities.
- Establish and monitor staff performance and development goals, assign accountabilities, set objectives, determine priorities and conduct annual performance reviews; manage any outside consultants.
- Performs other duties as assigned.
- 10-20% travel, including overnight stays.

### **Qualifications**

- Minimum of 15 years of communications and marketing experience, ideally in an “in-house” leadership role within a complex (number and variety of constituents) association covering areas such as media relations, social media, and member communications.
- Significant experience with integrated marketing, including plan development, implementation, and utilization of performance metrics.
- Experience with medical and health associations and ability to translate complicated research and medical issues into grassroots messaging is a plus.
- Demonstrated ability to take knowledge and transform it into exciting and useful messages and disseminate it to the right audiences through the best distribution channels.
- 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."
- 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.
- Proven leadership skills that build staff capacity for leadership, responsibility for continuous improvement, and accountability for high performance and innovation.
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters.
- Self-starter, able to work independently and entrepreneurially; enjoys creating and implementing new initiatives.
- Commitment to the mission and values of NAMI National.

### **Work Environment**

This job operates in a professional work environment. This role routinely uses standard office equipment such as computers, phone, photocopiers, scanners and fax machines.

### **Physical/ Physiological Requirements**

Ability to sit or stand at a desk for long periods of time and ability to access information using a computer for the majority of work hours. Ability to make frequent, significant decisions. Ability to respond quickly and competently to an emergency or crisis situation

**Direct Reports**

Director, Communications

Director, Marketing Communications

DRiWaterstone is proud to lead this search on behalf of National Alliance on Mental Illness. For more information or to apply, please visit: <https://driwaterstonehc.com/position/nami-cmo/>