



## **National Law Enforcement Memorial and Museum (NLEM&M)**

Position:	Chief Communications Officer
Reports to:	Chief Executive Officer
Direct Reports:	Director of Media Relations Director of Web Projects and Services Manager of Communications & Digital Marketing

The NLEM&M Communications Department is accountable for the organization's relationship with the media, general public, and the law enforcement community as it pertains to marketing, public relations, constituent outreach and strategies to increase public awareness and support of NLEM&M. The Chief Communications Officer develops and executes strategic communication plans and manages and maintains a dynamic online presence.

### **Primary Areas of Responsibility:**

- Develop and execute a sustainable communications and marketing plan for the organization, including the identification of key audiences, messages, and channels.
- Serves as a member of the organization's management team, helping to develop and implement organization-wide goals, objectives, and policies.
- Leads the organization's communications and marketing programs, to include print and digital communications, video, and social media.
- Oversees creation and production of all major print publications, including brochures, annual reports, and print advertising.
- Oversees content, design, and functionality of NLEM&M website, as well as integration and implementation of social media tools.
- Directs digital constituent relationship management efforts, including development of eNewsletters and other email communications; writes and edits content for some of these products.
- Plans and manages promotion of the organization's public outreach efforts, initiatives, and programming.
- Ensure articulation of NLEM&M's desired image and brand, assure consistent communication of image and brand throughout the organization, and assure communication of image and brand to all constituencies, both internal and external.
- Develop new avenues for communicating NLEM&M's message and brand visually.
- Manage the communications budget and vendor contracts.

- Manages outreach and relationships with professional sports teams to create win-win Law Enforcement Appreciation events.
- Review, refine, and manage timelines, content, quality, and version control on products intended for public release, including press releases, social media, commentaries, web content, research briefs, full reports, RFPs, abstracts, etc.
- Develop press releases/pitches and maintain relevant press contacts for both earned media and commentaries.
- Design and implement strategies and systems to drive program registration and museum store sales
- Manage multimedia projects and design collateral ranging from brochures and posters to digital billboards and website graphics.
- Enhance data visualization and communication for officer safety information and grant deliverables across the NLEM&M's digital channels to support the Officer Safety and Wellness Department
- Produce and promote semi-annual and annual officer fatality reports.
- Draft, edit, and proof communications materials for all departments to ensure messaging and brand consistency.
- Work closely with Chief Development Officer to integrate communications, marketing, and fundraising plans.
- Coordinate the appearance of all NLEM&M print and electronic materials such as letterhead, use of logo, brochures, etc.
- Work with senior staff, other staff and volunteers to: develop and maintain a strategic perspective -- based on marketplace and constituent needs and satisfaction
- Ensure that NLEM&M regularly conducts relevant market research and coordinate and oversee this activity. Monitor trends.
- Develop, implement and monitor systems and procedures necessary to the smooth operation of the marketing/communications/public relations function.

**Knowledge/Skills/Abilities:**

- Bachelor's Degree; graduate degree preferred.
- 15+ years' experience, preferably in a non-profit or law enforcement environment.
- Clear written and verbal communication skills
- Proven track record designing, implementing and managing marketing strategies and materials
- Proven ability to manage and mentor staff, build teams, and enhance professionalism.
- Experience in and success with developing and implementing creative communications and marketing strategies.
- Experience working with local and national news media, including conducting interviews with print and electronic media outlets.
- Strong analytical and strategic-thinking skills.
- Goal oriented team player.
- Strong organizational skills.
- Strong communication and interpersonal skills.
- Proficient computer skills; understanding of new and emerging social media tools.

- Experience serving as a contributing member of an organization's senior management team.
- Other duties as assigned

**Working Conditions:**

- Position requires working after hours and attending special events on weekends.
- Working conditions are normal for an office environment and/or home-office setting in Washington, DC.
- May be required to lift up to 40 lbs.