



Job Title: Director, Marketing and Communications	Status: Full-Time/Exempt (37.5 hour work week)
Reports to: CEO and President	Salary Range: \$80,000 - \$95,000
Starting Date: As soon as possible	Date Reviewed/Updated: 7/11/2022

Overview:

Respiratory Health Association (RHA) has been a leader in public health since 1906, helping for over a century to prevent lung disease, promote clean air, and help people live better through education, research, and policy change. The Association seeks an experienced professional to oversee all aspects of the organization’s communications and marketing. The Director of Marketing and Communication will serve as the organization’s lead for development and implementation of both short- and long-term marketing strategies for RHA. The Director is responsible for building best-in-class marketing strategies and tactics. The Director also will serve as a spokesperson for media outlets at a variety of RHA events.

As part of RHA’s executive staff, the ideal candidate has a passion for our cause, enjoys creative development, oversees multiple initiatives effectively, strong people management skills, enjoys speaking with the press, harvests data bases for leads, and is a high collaborator with other department leads.

Key Responsibilities:

- Development of a strong, consistent, and impactful voice for the RHA brand and its events
- Strategic lead for all marketing and communications, ensuring all materials align with RHA mission, developed on-time and on-budget
- Creative vision lead for website, social, email, direct marketing, and telemarketing materials, directing team responsible for implementation
- Media Relations lead for all public affairs communications, including press releases, story development, story pitches, and maintaining press data base
- Digital lead for website, paid and organic search, social media strategy and e-marketing efforts
- Database Marketing lead for ensuring our lead building and contact growth strategies
- Collaborates with Programs and Policy team, as well as Special Events team to ensure their marketing communication goals are met
- Understands and navigates across the Association’s initiatives to reach a variety of audiences and reading levels, including children and adults living with lung disease, healthcare providers, policymakers, potential donors, event participants, advocates, and other stakeholders
- Overseeing our Marketing team, including coaching, mentoring, inspiring and training two seasoned professional in graphic design and digital communications. Also, where applicable, marketing interns and professional marketing volunteers

Qualifications:

- Bachelor's degree and a minimum of 10 years' experience in marketing or communications
- Experience in public health and/or not-for-profit organizations strongly preferred
- Proven track recorded in media relations including outreach, interviews, story development and pitches.
- Prior experience as a people leader to coach, mentor, motivate
- Skilled in multi-tasking, meticulous, managing concurrent deadlines, detailed-oriented, quick analytical person
- Excellent writing and editing skills in marketing and knowledge of AP style for press releases
- Knowledge of Constant Contact or another e-mail marketing system a plus
- Knowledge of Adobe Creative Suite and HTML a plus

Salary/Benefits:

- RHA offers competitive benefits including medical, dental and vision insurance, life insurance, and retirement plans
- RHA has a Hybrid/Remote set-up and when in the office, on-site parking is available
- RHA offers generous paid time off for PTO, mental health, and comp days
- RHA will reimburse 100% for professional development opportunities that meet our criteria

To apply: Email résumé and cover letter by August 1, 2022, to jobs@resphealth.org. **Incomplete applications will not be considered**

Please note: Respiratory Health Association (501C3) is fully committed to equal opportunity in employment in accordance with applicable laws and regulations. As a lung health organization, RHA does not hire persons who smoke, or vape, and forbids smoking in the workplace.

Due to our Association's mission, RHA requires full vaccination unless a reasonable accommodation is required, and RHA approves