

Senior Director of Strategic Communications

Location: Part virtual office; Part Washington, DC Office

Reports To: COO

Status: Full-time, exempt

Blue Star Families is on a mission to ensure that wherever American military families go, they can always feel connected, supported and empowered to thrive. We are looking for a **Senior Director of Strategic Communications** that can develop and execute communication strategies that will build our national reputation and promote our research and programs that support military families.

A day in the life:

- Manage our Strategic Communications team to develop focused communication products for senior-level interactions that impart an understanding of BSF's mission and strategic plans and directions
- Drive to develop strategies to reach key national audiences utilizing the web, social media, and video, and by arranging and promoting high-profile speaking opportunities for BSF staff who are leaders in their fields
- Coordinate an aggressive effort to place op-eds and commentary pieces by these experts in high-profile outlets
- Develop and communicate strategic goals, vision, priorities, programs, and long-range plans for BSF, adjusting them as necessary
- Guide the organization or programs in creating and sustaining a strong member focus and high expectations for performance
- Build an integrated strategic communications plan that transcends organizational boundaries, leverages a multi-media approach and easily adapts to the diverse needs of Blue Star Families
- Manage BSF's internal and external communications; plan and deliver short- and

long-term strategic communications and marketing campaigns; write compelling stories that refine messaging to support BSF's goals

- Create out-of-the-box deliverables including infographics, written reports, talking points, blog posts, issue briefs, and op-eds to advance policy goals and communicate with members
- Leverage new and emerging media technologies to strengthen public awareness of key issues among target audiences
- Oversee events and provide strategic and creative advice to ensure that programs are exciting, highly visible, and forward looking to advance BSF's mission
- Manage the research portfolio to ensure timely production of polished products
- Develop strategies to reach key national audiences utilizing the web, social media, and video, paid digital advertising, and other channels
- Monitor and evaluate work performed by employees, other team members, or contractors
- Establish performance expectations, goals, objectives, or milestones for individuals, teams, or projects
- Develop internal communications channels and an internal news flow to keep our internal audiences informed about the organization

To land this job:

- You must have a Bachelor's degree and 6 years of relevant experience, OR a Master's degree plus 4 years of relevant experience
 - A degree in Communication, Marketing, Public Affairs, or Journalism is required
- Relevant experience must be formal or informal supervisory experience (e.g., team lead) and specialized experience in a subject matter related to the position in which the candidate is applying
- At least 3 years of formal management experience
- You will excel as a writer and editor, communication strategist, and communications leader within the organization
- You can demonstrate the capacity to thrive in complex organizations with multiple constituents, and the ability to work with creative teams and diverse audiences
- You are an amazing listener with a keen ability to knit together disparate sources of

information into a strong strategic narrative

- You are able to bring a flexible approach and solutions-focused mindset, with the ability to react quickly to new information, opinion and direction
- You have a proven track record of taking ownership and driving results
- You are able to effectively lead and work with a variety of management levels, cultures and business partners
- You have the ability to juggle different projects/priorities independently and deliver high quality outcomes under pressure
- You have experience working on complex public policy and business issues
- You have strong organization and time management skills
- Travel is required to attend meetings, trainings, events, etc. Limited out-of-town and overnight travel is required

The cherry on top:

- Experience with membership-driven organizations
- Familiarity with military community

How to apply:

Please prepare resume and cover letter telling us why you would be a good fit – apply at the following link - <https://recruiting.paylocity.com/recruiting/jobs/List/1900/Blue-Star-Families-Inc>