



<b>Job Title:</b>	<b>COMMUNICATIONS DIRECTOR</b>
<b>Location:</b>	Mount Gilead, OH
<b>Job Class:</b>	Full Time, Year-round, Beginning January, 2019
<b>Reports to:</b>	Chief Development Officer
<b>Team/Function:</b>	Development Team / Communications Function

## COMMUNICATIONS DIRECTOR

As the **Communications Director**, you are a strategic visionary and a marketing guru. You love to write high impact stories and are ready to turn camp experiences – small and large – into a heart-warming and powerful call to action. You thrive on the opportunity to share the mission of camp with stakeholders, donors and friends. You are flexible and able to pivot and react to unplanned situations of any size. You approach every project and conversation with enthusiasm and optimism. Even when buying movie tickets online, you analyze web design and messaging.

### ***Team / Function Overviews:***

The **Communications Team** supports the mission of camp through marketing and communication strategies of storytelling, impact messaging and brand awareness. The communications team creates print and electronic materials to connect with our campers, families, volunteers and other important stakeholders, engage and retain donors and increase awareness in Ohio and beyond.

This position will be a member of the Development Team. The **Development Team** is responsible for generating \$3.5M+ in contributed income annually in addition to \$585K in gifts in kind to support Flying Horse Farms' mission. By engaging donors with camp through cultivation, stewardship, data analysis and authentic experiences, a donor journey is created.

### ***Responsibilities:***

#### *Communications, Marketing, Brand Strategy & Leadership*

- Direct vision and strategy for a communications and marketing plan that reflects proactive and reactive needs of the organization. Create and execute the strategic communication plan aligned with the strategic plan for the organization while maintaining and implementing all messaging tactics.
- Ensure the consistency of internal and external brand messaging.
- Provide oversight and communication of brand guidelines. Maintain and evolve brand as appropriate.
- Manage communications team, employees, interns, outside vendors and freelance contracts. Management responsibilities may include staffing committees and the ability to present Board level reports.
- Forecast and develop an annual marketing budget. Track and record spending and receipts. Make fiscally responsible adjustments and decisions related to spending.
- Build and cultivate relationships with media, designers, videographers, communications consultants and key influencers.

- Direct Crisis Communication planning. Provide immediate support and direction in appropriate cases.

#### *Storytelling, Publication & Media*

- Create and edit media and other communications materials daily including CEO messaging, social media, press release, letter to the editor, key messaging, etc.
- Curate and produce content for external purposes to tell the stories of FHF, both in print and online.
- Lead production of annual Impact Report and Journey magazine and other print publications.
- Direct and develop digital, web and social media strategies to engage camp stakeholders and donors. Actively follow current social media trends to elevate FHF's presence.
- Lead all production elements for events and all produced videos (video, scripting, curating stories, speaker, brand concept).
- Develop relationships with local and regional media outlets to deliver compelling, newsworthy story lines and evaluate other earned media opportunities.

#### *Development / Impact Messaging*

- Responsible for target messaging to multiple audiences for Impact Messaging (stakeholder program messaging and support of fundraising and stewardship efforts).
- Direct event marketing, messaging and collateral.
- Ideate compelling and on-brand appeals for giving.

#### ***Required Skills & Experience:***

- 3-5 years in strategy and storytelling
- Advanced writing skills; clear and compelling
- Articulate and thoughtful verbal communication
- Ability to create strategic goals and methods to accomplish goal
- Public relations and media experience (press releases and media management)
- Experience working with designers
- Proficiency in Microsoft Office, Adobe experience: In Design and Photoshop, all social media platforms (Facebook, Instagram, Twitter, Website)
- Ability to prioritize
- Ability to support, mentor, coach and manage conflict
- High organization skills and strong attention to detail
- Excellent interpersonal skills
- Impeccable follow-through
- Ability to work collaboratively as a member of a small, dynamic team
- Ability to complete assignments independently, professionally and in a timely manner

#### ***Preferred Skills & Experience:***

- Photo / Video editing and Web CMS

- Crisis communication planning and execution
- Experience working in Nonprofit organizations
- Marketing and/or Communications or related field
- Web management experience: email platforms (Mailchimp)
- Technology savvy and innovative

***Expectations & Requirements for all Flying Horse Farms Staff:***

- We live our Core Values. We are each responsible for knowing our values and nurturing our culture.
- We practice Safety First. We are each responsible for knowing and adhering to the policies and procedures as described in the FHF staff manual.
- We See the Best in Each Other. We are each responsible for ensuring our working relationships with co-workers, volunteers, Board members, families, campers and other stakeholders are positive and professional.
- We show up. We are each responsible for our schedules, meetings and any other duties.

***Why work at Flying Horse Farms? Quotes from the team:***

- *The personally meaningful impact of being a part of a mission-driven organization and creating transformational experiences for campers motivates me every day!*

***How to Apply:***

- Submit a cover letter and resume to [careers@flyinghorsefarms.org](mailto:careers@flyinghorsefarms.org).

*Flying Horse Farms provides magical, transformative camp experiences for children with serious illnesses and their families – free of charge. Located on 200 acres in Mt. Gilead, Ohio, camp first opened its gates in 2010 and hosts about 900 children and families each year.*

*Flying Horse Farms is the first camp in the Midwest to become a full member of the SeriousFun Children's Network. Founded in 1988 by actor, philanthropist and Ohio native Paul Newman, the Network is a community of independently managed and financed camps and programs creating opportunities for children with serious illnesses and their families. The Network has evolved from one camp to a global community serving one million children and families across five continents.*

*The children who attend camp have illnesses including cancer, heart conditions, rheumatoid arthritis, blood disorders, asthma, gastrointestinal disorders and facial anomalies.*

*At Flying Horse Farms, for a weekend or week at a time, being sick takes a backseat to being a kid. And fun is priority number one. Campers participate in activities like swimming, boating, fishing, archery, high ropes and arts and crafts. Campers receive first-rate care at our on-site health center, staffed 24/7 by medical professionals from children's hospitals across Ohio and beyond.*

*Flying Horse Farms is an ACA-Accredited Camp with the American Camp Association.*