

**Chief Communications Officer
Position Description**

Job Title: Chief Communications Officer
Classification: Exempt
Reports To: Chief Operating Officer
Location: Marriott Scout Service Center

Job Code: 7098
Department: Marketing
Reports To: Chief Operating Officer

Position Summary

As a member of Scouting America National Capital Area Council's (NCAC) Executive Cabinet, the Chief Communications Officer (C.C.O.) provides leadership to advance the Council's mission by ensuring positive brand amplification through communications, marketing, and public relations efforts. The C.C.O. builds and sustains the Council's reputation for quality, reliability, and customer satisfaction while handling all communication sent to the public current/potential members, and current/potential donors.

Primary Responsibilities

Strategic Plan: Assist with development and execution of a forward-looking, comprehensive marketing and communications strategy for NCAC and contribute to the Council's vision by building trust around a shared narrative and amplifying the mission with creativity and clarity. Provide perspective and guidance on current and emerging opportunities and challenges that influence NCAC's ability to fulfill its mission and meet its goals. Develop and execute plans supporting high-priority initiatives as well as support the other Strategic Plan goals as they relate to marketing and communication for long-term impact.

Branding and Design: Ensure brand positioning and brand management, including for the NCAC website, social media sites, recruiting material, marketing and departmental communication collateral, and fundraising materials. Design and produce collateral promotional materials as needed across all channels including the annual report, board documents, and other projects. Support all departments in handling inquiries and requests related to the Scouting America and NCAC brands.

Quality Control: Enforce consistent messaging of the Scouting America and NCAC brand. It is the responsibility of the C.C.O. to ensure all communication produced by the Council is reflective of the high quality of NCAC and its constituents.

Media Relations and Issues Management: Establish and maintain relationships with local media to increase media coverage of priority initiatives and respond to inquiries. Draft, edit and review statements, FAQs, and other media materials, as well as working with team members and partner agencies to ensure widespread distribution and follow-through. Serves as a public spokesperson as needed. Trains other spokespeople, including volunteers, with media training, coaching and support. Ensures that NCAC's Cabinet and Board are appropriately advised and supported.

Crisis Management: Be prepared to address crisis issues quickly, effectively, and accurately, through the quick assimilation and distribution of complex material.

Systems and Digital Footprint: Establish a best-in-class online presence that drives organizational impact, financial donations, and volunteer support. Oversee design, maintenance, content and control of Council website, social media sites, and other

internal and external Council communication tools. Create an impactful social media presence that empowers stakeholders to spread mission virally. The position works closely with other leaders to effectively communicate information clearly, consistently, concisely, and in a timely manner while always on the lookout for opportunities to increase the Council's visibility and profile in the community.

Volunteer Leadership: Serve as staff advisor for the Marketing Committee(s). Provide support to NCAC's Executive Committee as needed. Train and assist in recruiting Marketing Vice Chairs for all Districts.

Staff Leadership: Manage, guide, and coach members of the communication team and ensure the group is structured and resourced to accommodate the needs of NCAC.

Council Support: Other duties as assigned based on short and long-term needs of the Council.

Qualifications

Experience:

- Marketing, Advertising & Public Relations: 10 years (Preferred)
- Strategic Planning: 5 years (Preferred)

Education:

- Educational Level: Bachelor's Degree
- Management Experience

Skills:

- Polished ability to communicate with clear, consistent messaging.
- Ability to utilize analytic tools and research to uncover trends and determine new digital strategies.
- Competent organization and time management skills with the ability to work to deadlines.
- Ability to manage multiple, simultaneous projects from start to completion.
- Project tracking.
- Advanced proofreading/editing abilities.
- Ability to represent the organization in public.
- Customer service.
- Adaptability and team mindset.
- Proficiency in Wordpress, Elementor, Canva, Adobe Suite, and Microsoft Office.
- Demonstrated expertise, savvy, and passion for social media optimization that inspires audiences.
- Strong video editing ability.
- Knowledge of project and email systems.

Working Conditions

This position operates in a professional office setting and uses standard office equipment including computers, phones, calculators, and multifunction copiers. Work hours are 8:30 am to 5:00 pm



Monday through Friday. Occasional evening and weekend work may be required, along with limited travel.

Must be able to walk, sit, stand, use hands for handling objects, reach with arms, climb stairs, balance, stoop, kneel, crouch, crawl, and communicate effectively. May occasionally lift or move up to 35 pounds. Visual requirements include close, distance, color, peripheral vision, depth perception, and the ability to adjust focus.

Other Duties

This job description is not exhaustive and may be updated or modified at any time. Additional duties, responsibilities, or activities may be assigned as needed.

Salary Range: \$90k- \$110k