

COMMUNICATIONS OFFICER

Role Profile

Job Title:	Communications Officer
Location:	Award USA National Office Chicago, and Remote Work
Status:	Part-time (20 hours per week)
Reports to	CEO and VP of Programs & Operations
Annual Salary:	\$30,000 to \$34,000; not benefits eligible

Summary of Role

The Duke of Edinburgh's International Award is the world's leading youth achievement award, operating in over 130 countries and territories. Since 1956, millions of young people worldwide have earned their Award by developing transferrable skills, increasing fitness levels, cultivating a sense of adventure, and volunteering in their communities. The Award helps young people ages 14-24 discover their purpose, passion, and place in the world. Today, there are more than 1 million active participants globally using the proven learning framework to develop life skills and achieve their infinite potential.

The role of the Communications Officer for [The Duke of Edinburgh's International Award USA](#) is to be a storyteller, igniting young people to get outside their comfort zones and achieve their goals. As part of the [Big Six](#) Youth Organizations, Award USA supports a global youth led movement to engage and empower young people to make positive change in their communities. The Communications Officer will ensure the integration, quality, and effectiveness of communications for the US National Office. In doing so, the role incumbent will effectively and efficiently identify key messages, bring a solution-based attitude, and possess a broad scope of communication skills. Excellent organization and communication skills are important qualifications for this position. The Communications Officer will be a strong relationship builder and develop rapport quickly and easily, maintaining exemplary service excellence. The ideal candidate for this position is a skilled multi-tasker, reliable, and committed to consistently meeting deadlines. We are looking for a mission-driven individual to join our organization.

Key Responsibilities

BRAND MANAGEMENT

- Steer adherence to the Award USA's brand standards based on international licensure and local customization; ensure that the brand identity remains relevant and fresh
- Develop new campaigns or adapt from the International Award Foundation. Coordinate USA customization, rollout, staff buy-in, and use with multiple audiences
- Support the Program Team to work with Award Centers and partners on effective use of brand resources in alignment with licensure requirements; support audit annually
- Build out and adapt dynamic website that showcases the Award USA's brand. Monitor and report on website metrics

LEADERSHIP

- Direct a team of communications contractors and consultants
- Inspire Award Leaders and staff to advocate for Award USA
- Plan, develop, and implement a comprehensive communications and marketing strategy for Award USA in close collaboration with the CEO and VP, Program & Operations

- Execute comprehensive marketing plan and proposed budget to optimize results

EXECUTION

- Increase the effectiveness and reach of messaging to engage more people in the work of the Award
- Create and maintain central calendar for publications, social media, web updates, mailings, and design projects
- Collaborate with graphic design, videography, and print vendors/consultants on a variety of traditional and digital media
- Oversee the writing, designing, and distribution of annual reports, newsletters, direct mailings, presentation decks, brochures, eblasts, advertising, event materials, displays and social media; collaborate closely with team members on content
- Differentiate social media platforms building audience scale and impressions; develop fundraising call to action in these spaces
- Develop and implement KPIs for communications and marketing effectiveness and calibrate accordingly
- Produce Award Holder, Participant, and Award Center stories, photos, videos, and messages that compel key audiences to action

EXTERNAL RELATIONS

- Cultivate relationships with media contacts, pitch them story ideas, and generate regular press releases
- Craft speaking engagement talking points for staff and volunteers
- Lead on event marketing including the biannual gala, speaker Award Summit series, virtual events, National Award Ceremonies, volunteer Award Guild conference, Royal visits, and other events as planned

Role Specifications

CRITERIA	ESSENTIAL	DESIRABLE	HOW IDENTIFIED
Qualifications	<ul style="list-style-type: none"> • Bachelor's degree in Communications, English, Journalism, Marketing, related field, or commensurate level of experience • Persuasive storyteller with a genuine interest in the Award USA's vision and mission 	<ul style="list-style-type: none"> • Achieved Bronze, Silver, or Gold Duke of Edinburgh's International Award • Evidence of continuous professional development 	Application Form & Qualification Certificates
Experience	<ul style="list-style-type: none"> • Minimum of five years of relevant experience with demonstrated success • Able to build comprehensive communications and marketing plans for a range of stakeholders • Database management and segmentation for targeted marketing 	<ul style="list-style-type: none"> • Nonprofit experience • Knowledge of national philanthropic landscape • Past work with national press pool and media outlets 	Application Form & Interview

<p>Skills and Abilities</p>	<ul style="list-style-type: none"> • Organize and plan effectively • Communicate effectively at all levels • Build trusted relationships and be an effective ambassador among diverse stakeholders • Adept at editing and proofreading • Work collaboratively and as a team member • Work alone, on own initiative, manage time, prioritize workloads, work under competing pressures and to deadlines • Experienced user of Office Suite, Adobe Creative Suite, WordPress, Hootsuite, and Canva • Skilled in social media listening, content development, and data analysis 	<ul style="list-style-type: none"> • Project management skills 	<p>Interview, Work sample</p>
<p>Circumstances</p>	<p>Part-time remote position in Chicago working during the Monday through Friday business work week, with set working hours and standing in person weekly meetings for a total of 20 hours per week. Some flexibility is required around the lead up to national events or campaign launches. Onboarding will take place in person at the Chicago office. Overtime is not payable, though hours worked over and above standard contract can be taken in lieu of payment in line with policy and local regulations. Must be eligible to work in the USA.</p>		

Equal Opportunity Employer

The Duke of Edinburgh's International Award USA provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. If you need a reasonable accommodation to submit your employment application, please email Lisa Metzger-Mugg, VP of Program and Operations at lmetzgermugg@usaward.org.