



**National CASA seeks  
Director of Communications  
Seattle, WA**

The National Court Appointed Special Advocate (CASA) Association fulfills society's most fundamental obligation by making sure a qualified compassionate adult will fight for and protect an abused or neglected child's best interests. The mission of National CASA, together with its state and local members, is to support and promote court-appointed volunteer advocacy so that every abused or neglected child can be safe, establish permanence, and have the opportunity to thrive. But today, only 45% of the children in the system have access to a CASA volunteer. The National CASA organization is committed to assuring 100% of the children in the system have access to a CASA volunteer.

**Breaking New Ground**

National CASA has developed a strategic framework that is informing and guiding our efforts through a major reorganization, development of a new business model, and plan for the future direction of our organization, including the launching of a major Capital Campaign. The leadership team that will drive these changes will be strategic thinkers, relationship builders, collaborative decision-makers, entrepreneurial achievers, effective communicators, change leaders, inspiring motivators, and culturally competent.

**Position Summary**

The marketing and communications team is responsible for national marketing efforts and for internal and external communications. As part of that team, and in partnership with staff on other internal teams, the director of communications will write, edit, and strategically distribute communications that advance our mission and goals. The director of communications will also provide communications support and resources to staff of partner organizations.

In addition to increasing support to our nationwide network of 950 programs, we are currently working with partners on a national advertising campaign and on a new website, both of which will launch in 2019. We are in an exciting time of change and the person in this position will have the opportunity to help shape our future direction.

**Duties and responsibilities**

- Create or refine and implement a content strategy that leads to measurable action, and develop, solicit, and manage content for multiple channels including newsletters, social media, fundraising materials, etc.
- Collaborate with the fundraising team and graphic designer to create compelling fundraising campaigns aimed at individual, foundation and corporate audiences
- Refine and implement a strategy for social media
- Refine and implement e-newsletter strategy; write and distribute e-newsletters
- Write and implement communications plans in support of individual releases

- Support media outreach through development of press releases and talking points, list creation and maintenance, press distributions and monitoring
- Identify and support communications needs of internal teams and organizational partners
- Support communications for events as needed
- Edit communications coming out of the National CASA office
- Ensure staff compliance to editorial style guide and revisit style guide as needed
- Develop and manage components of the national communications calendar to include tracking and timely release of new materials and campaigns
- Work with other staff to develop video concepts and scripts, produce videos and may also develop other forms of multimedia (podcasts, etc.)
- Lead production of major conference plenary sessions to include keynote speakers solidification, assistance in speech writing as needed, assist with event
- Work closely with supervising staff to develop strategies for broad acceptance and use of the organizational narrative
- Develop annual report and other publications as required

### **Required Skills and Experience**

- Demonstrated exceptional writing and editing skills are essential. Must be able to write for multiple audiences and optimize content for different channels of communication.
- Must be an expert in writing, editing, proper use of grammar and punctuation, and be confident in ability to edit others' work and give diplomatic feedback. Must also diplomatically accept and incorporate others' feedback regarding your own work.
- Minimum five or more years of experience in communications, journalism, writing, and/or editing
- A bachelor's degree in communications, journalism, marketing, English, or a related field required
- Experience and success in fundraising communications and an understanding of its principles a plus
- Experience and success in media outreach, ideally on national and local levels, and the ability and confidence to promote the organization in a wide range of settings
- Experience and success working with organizational and external partners or clients to support their communications efforts
- Demonstrated understanding of trends in communications and how, when, and whether to incorporate them
- Strong project management skills and orientation to detail
- The ability to track, incorporate, and prioritize input from multiple parties while maintaining meaning and quality
- Demonstrated vision, work ethic and drive
- Must be self-directed and motivated to do good work
- Willingness to pitch in on routine tasks when necessary
- Must bring creativity, a sense of adventure and enjoy a challenge
- Adaptability, flexibility and the ability to cope with ambiguity and the ability to work effectively and creatively in a complex organizational setting
- Ability to handle pressure with grace and remain diplomatic in all circumstances
- Strong interpersonal skills, sound judgment, and the ability to work collaboratively with both internal and external partners
- Demonstrated history of continuous improvement through professional development

- An appreciation for and genuine interest in promoting the well-being of children, and the ability to embrace and exemplify organizational competencies and values as a steward of and ambassador for the brand

**Desired:**

- Education or experience in social work, law, social services, social sciences, child welfare, or a related field helpful
- Experience working with a graphic designer, including experience with data visualization
- Experience working on video production, scripting, etc.
- Experience in crisis communications
- Experience working with staff at all levels of an organization, and with senior leaders

**Key Partnerships**

This position reports directly to the national communications officer and partners with other marketing and communications staff and with staff across the organization on specific initiatives.

**Salary and Benefits**

National CASA offers a competitive base salary plus benefits, generous paid leave, and work/life balance policies. This is a full-time exempt position.

**Organizational Values**

Adaptability ◦ Collaboration ◦ Integrity ◦ Respect ◦ Quality ◦ Service ◦ Stewardship

National CASA, headquartered in Seattle, Washington with an office in Washington D.C., is committed to an inclusive and welcoming workplace environment, and is proud to be recognized for Excellence in Workplace Flexibility by the Alfred P. Sloan Foundation, as one of Washington's Best Workplaces by the Puget Sound Business Journal and as a Best Adoption Friendly Workplace by the Dave Thomas Foundation for Adoption. National CASA has been certified by the Standards for Excellence Institute for ethics and accountability in the nonprofit sector.

*To apply:* Send resume and cover letter to [employment@casaforchildren.org](mailto:employment@casaforchildren.org).

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