



GOLD IN SEPTEMBER

Position: G9 Public Relations and Marketing Director

Location: Office based, Delafield, WI

Status: Part-time 25 hours a week

Organization:

G9 is the first of its kind. G9 is a national effort to raise awareness and financial support for childhood cancer research and the development of new treatments. The primary purpose of the G9 brand and fundraising model is to elevate, with the help of our [G9 Partners](#), the understanding of the great need for increased resources for childhood cancer research at all levels (local, regional, and national).

The concept for Gold In September (G9) was created by Annie Bartosz, only 11-years-old at the time, who saw the nation turn pink in October for Breast Cancer, and became determined to turn the world GOLD IN SEPTEMBER for kids battling cancer. Traveling around the country for various treatments with her twin brother Jack, who had his own fight with pediatric cancer, Annie was eyewitness to the critical need for advancement in research and treatments. Annie said, *"When a child is diagnosed with cancer it affects the family and the community. It's devastating. My goal is to get everyone thinking about and wearing gold in September so we can bring an end to childhood cancer."*



Position Overview:

Reporting to the G9 President, the P.R. and Marketing Director will be responsible for the development of the organization's overall communication strategy and will contribute to the organization's strategic planning process. This individual will develop a world-class communications plan for G9, directly managing communications activities that promote, enhance, and protect the organization's brand reputation. The Director will be responsible for the development, integration, and implementation of a broad range of local and national public relations activities relative to the strategic direction and positioning of the organization and its leadership. The Director will execute local and national media relations; content strategy and development for a wide variety of channels and social media programs, as well as be proficient in gathering and analyzing data to optimize public relations and marketing efforts. This individual will be an ambassador for the organization and will need to build relationships with the media. The goal is to advance the organization's position with relevant constituents, as well as to drive broader awareness of childhood cancer and increase donor support.



Position Responsibilities:

Brand and communications strategy:

- Develop and implement an integrated strategic communications plan to advance the organization's brand identity; broaden awareness of childhood cancer; and increase visibility of organizational goals across key stakeholder audiences.
- Create marketing/public relations strategy that will allow G9 to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers.
- Identify challenges and emerging issues faced by the organization. Work with G9 leadership, staff, and Board of Trustees to recognize internal and external communication opportunities and solutions, and define and execute appropriate strategies to support them
- Serve as communications advisor to G9 leadership and BOT

Media relations:

- Conduct media relations with national and local print and broadcast outlets, which includes creating media lists, developing story angles, drafting media pitches, writing news releases and coordinating interviews
- Serve as a spokesperson and lead point person on media interactions that help promote and/or impact G9
- Exercise judgement to prioritize media opportunities, and prepare talking points, speeches, presentations and other supporting materials as needed
- Actively engage, cultivate, and manage press relationships to ensure coverage surrounding the organization's programs, special events, public announcements and other projects
- Experience with Facebook, Twitter, LinkedIn and Pinterest, as well as with social contests, ad buys and content boosting

Communications Operations:

- Oversee the development of all G9 print communications including the annual report, marketing collateral materials and electronic communications including the G9 website and new media
- Understand and apply best practices for writing for websites (e.g., SEO, UX)
- Be a proofreader for the organization's team
- Oversee the day-to-day activities of the communications function including budgeting, planning and staff development
- Utilize and populate Cision database for outreach

Team Development/Management

- Recruit and manage a communications team to support the development and execution of the communications strategy
- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality
- Mentor and develop staff using a supportive and collaborative approach on a consistent basis
- Establish and monitor staff performance and development goals, assign accountabilities, set objectives, establish priorities, conduct annual performance appraisals, and administer salary adjustments



Qualifications

- Bachelor's degree in journalism, communications, or related field is required, an advanced degree is preferred
- Minimum 10 years of experience in a senior management role either in-house or with an agency
- Demonstrated skill and comfort in proactively building relationships with top tier reporters and editors, and in successfully positioning subject matter with the media to achieve high-impact placements
- Extensive successful writing and editing experience (externally focused) with a variety of print and online communications media
- Demonstrated experience and leadership in managing comprehensive strategic communications, media relations, and marketing program to advance an organization's mission and goals
- Creative and thoughtful on how new media technologies can be utilized
- A minimum of five years of experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, and other print publications and directories
- Innovative thinker, with a track record for translating strategic thinking into action plans and output
- Experience in building, mentoring, and coaching a team of communications specialists
- Excellent judgment and creative problem-solving skills, including negotiation and conflict resolution skills
- Superior management skills; ability to influence and engage direct and indirect reports and peers
- Self-reliant, good problem solver, results oriented
- Ability to make decisions in a changing environment and anticipate future needs
- Excellent and persuasive communicator
- Energetic, flexible, collaborative, and proactive; a team leader who can positively and productively impact both strategic and tactical finance, and administration initiatives
- Exceptional written, oral, interpersonal, and presentation skills and the ability to effectively interface with donors, staff and the G9 Board of Trustees
- Ability to operate as an effective tactical as well as strategic thinker
- Passion for the G9 mission