



## **Associate Director of Communications**

Susan G. Komen® is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit while providing real-time help to those facing the disease. Our mission is to save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer. Experts estimate that as many as one-third of women dying of breast cancer today could be saved without a single new medical breakthrough. That's why we take a two-pronged approach: first, ensuring that all people have access to, and receive, timely, high-quality breast cancer care. And second, funding the research that will drive new treatments, and ultimately, the cures.

Susan G. Komen New England is a recent merger between the former Southern New England and Vermont-New Hampshire Komen Affiliates, serving Connecticut, Massachusetts, New Hampshire, Rhode Island and Vermont. The Affiliate has invested nearly \$29 million in organizations providing breast health services to uninsured and underinsured residents since 1993. The Affiliate has also contributed more than \$8 million to support breast cancer research.

The Associate Director of Communications will lead the strategy, development, and execution of the marketing and communications programs for Komen New England. This position requires excellent communication and design skills along with the ability to build robust relationships with media partners.

### Primary Responsibilities

- Execute an annual communications and marketing plan to motivate key internal and external audiences to donate, participate in events, and take other actions to support the organization's strategic goals across all channels
- Develop and disseminate strategic messaging that communicates the Affiliate's local community health impact
- Manage and maintain media relationships, including cultivating relationships with reporters
- Partner with development staff to ensure proper recognition and stewardship of donors
- Produce and distribute Affiliate-wide and event-specific publications, including, but not limited to: website content, email, creative for online, television, radio and print advertisements and PSAs, videos, posters, social media posts, e-newsletters, annual reports, brochures, fact sheets, and promotional items
- Serve as a communications resource to support the Affiliate's community health, public policy and fund development efforts
- Analyze and report effectiveness of program outreach in motivating target audiences

- Recruit, supervise and evaluate public relations/communications interns from area universities

#### Position Qualifications

- Bachelor's Degree in Communications/Public Relations/Marketing or related field
- 5-7 years' experience in communications with emphasis on digital media
- Demonstrated effectiveness in writing, editing and designing materials for print- and web-based communications
- Understanding of consumers' utilization and engagement with online, television, radio and print platforms
- Detail-oriented with the ability to succeed in a fast-paced environment, meeting deadlines, managing multiple projects and adjusting to changing priorities
- Proficiency in Adobe Creative Suite and Microsoft Office

This is a full-time, exempt position based in Newton, Massachusetts. To apply, please send an email with cover letter and resume to [careers@KomenNewEngland.org](mailto:careers@KomenNewEngland.org).