



Autism Society of America Director of Marketing & Communications

About the Autism Society: The Autism Society of America was founded in 1965 by parents and professionals to support families impacted by autism. Today, the Autism Society works to improve the lives of all affected by autism through our network of 83 community-based Affiliates nationwide.

The Autism Society in 2015 completed a strategic plan that provides organizational focus on priorities driven by short- and long-term needs of the autism community and our ability to maximize positive impact throughout the U.S.

Position Summary: This position, out of our national office in Bethesda, MD, will work to enhance public perception and awareness of the Autism Society's mission, vision, services and impact by developing and implementing effective marketing, public relations and communication strategies. This position will also support development efforts, contributing to the messaging, visibility, and success of fundraising. The Director will build key relationships, enhance campaign results, and effectively promote and communicate the work of the organization.

In addition to general brand management and marketing, this position will be instrumental in supporting National Autism Awareness Month (April), the annual conference (July), and the annual fundraising campaign.

Primary Responsibilities:

- Develop and implement a branding/marketing/communications plan.
- Ensure consistency in ASA brand management, promotion and strategic messaging.
- Develop, create and implement marketing and collateral materials to boost awareness, service usage, program participation, and fundraising at national and Affiliate levels.
- Design layout and coordinate production of materials (digital and print).
- Manage and market the digital platform associated with our website, social media and e-mail.
- Write news releases and opinion pieces, and secure media interviews.
- Develop and maintain strong, positive media relationships.
- Write and solicit publication of op-ed pieces that advance the positions of the autism community on public policies.
- Assist in developing electronic presentation templates for national and Affiliate events.
- Serve as staff liaison to the Marketing Committee to foster and advance relationships, receiving strategic guidance and advancing overall community/board relations.
- Manage and oversee any marketing consultants, interns and graduate fellows.
- Other duties as assigned.

Qualifications:

- Bachelor's degree in Marketing, Communications or Journalism.
- Eight years of work experience in marketing, communications, fundraising, public relations and/or development responsibilities.

- Proven success in collateral development, production coordination, social media marketing, and online engagement strategies.
- Experience working with a national organization utilizing an affiliate, chapter or franchise model.
- Graphic design experience with digital projects for print and web.
- Promotional video development experience is preferred.
- Proficiency in Salesforce.
- Excellent organizational skills and attention to detail.
- Excellent written and verbal communications and customer service skills, including presentation/public speaking ability and desire.
- Commitment to excellence and the mission of the Autism Society.
- Ability to manage tactical communications with vendors, consultants, donors, partner organizations, celebrity spokespersons, Affiliate leadership, and board committees.

The position reports to the VP, Strategic Advancement.

The organization is an Equal Opportunity employer and encourages individuals with disabilities to apply.

To apply please provide a cover letter describing your interest in the position, your resume and your salary requirements.