



Director of Marketing and Communication

Organizational Overview

The AMBUCS mission of inspiring mobility and independence is accomplished through a nationwide network of 4,000+ volunteers in 155+ chapters working in partnership with physical and occupational therapists to provide Amtryke adaptive trykes, fund scholarships for therapists, build home accessibility ramps and universally accessible playgrounds, coordinate Challenger and Miracle Leagues, and much more. The efforts of our dedicated volunteer network are supported by a small, but equally committed staff.

National AMBUCS, Inc. is a 501(c)3 nonprofit organization with a wholly-owned adaptive tricycle corporation called Amtryke, LLC.

To learn more, please visit: ambucs.org.

Position

The individual hired for the Director of Marketing & Communications position will have primary responsibility for all internal organizational communication and external marketing functions. The position will report directly to the Chief Executive Officer.

Responsibilities:

- Perform all general webmaster functions including plugin and theme updates, posts, images, news, calendar, documents, forms, chapter directory, homepage sliders and text changes.
- Serve as liaison to contracted web hosting providers, or possibly help us bring this function in house, if this is an area of expertise.
- Ensure brand identity, messaging and marketing/communications are aligned with organizational mission and programs.
- Serve as primary liaison to local, regional, and national media.
- Ensure timely creation, and economical production and quality of all AMBUCS and Amtryke printed and digital periodicals, marketing materials and special publications.
- Serve as editor and publisher for *AMBUCS Magazine* (the national organization's member magazine), the Amtryke product catalogue, as well as liaison with designers, printers, and mailers.
- Coordinate regular email marketing and promotional campaigns.
- Develop and manage budget for all printed and digital pieces.
- Assist with promotion and coordination of regional and national conferences, training for physical and occupational therapists, trade shows, and other events.
- Maintain training resources for volunteers.
- Serve as recording secretary for Board of Directors and Committee meetings, as directed.

Qualifications

The successful candidate will have the following professional qualifications:

- Bachelor's degree, ideally in Marketing and/or Communications; Advanced degree preferred.
- 5+ years relevant experience, including prior experience in the nonprofit sector.

- High degree of professionalism and the ability to make executive decisions.
- Ability to work independently, with minimal supervision.
- Demonstrated resourcefulness and creativity in an environment with limited resources.
- Genuine desire to support the organizational mission of inspiring mobility and independence.
- Willingness to work as a true team member and perform additional duties in the absence of co-workers or for special projects.
- Capability and willingness to work evenings and/or weekends for trade shows, conferences and other special events. Typically less than once per month.
- Experience managing marketing and organizational communication functions.
- Excellent written, telephone and personal communication skills.
- Ability to foster productive working relationships with volunteers, co-workers, donors, etc.
- Proven experience advancing a nonprofit organization's mission, promoting brand recognition, and enhancing visibility.
- High proficiency with WordPress, Adobe Creative Suite (including InDesign), Microsoft Outlook, Word, Publisher and Access.
- Solid working knowledge of social media platforms such as Facebook, Instagram, Twitter, YouTube, CrowdRise, Classy, Flickr and email marketing platforms such as iContact, ConstantContact, Drip, etc.
- Familiarity with membership and donor database management. (e.g. iMIS, Raiser's Edge, etc.)
- Grant writing experience is not required but desired.

Salary

Salary range of \$48,000 to \$55,000 a year.

Paid holidays and 15 days of accrued paid-time-off.

Premium-paid medical and dental coverage provided after 90 days of employment.

Employer invests 5% unmatched into a SARSEP retirement account after one year of employment.

To Apply

Qualified applicants should submit their resume and cover letter to CEO Jessica Wall at jessicaw@ambucs.org.

Closing Date

Review of applications will begin immediately and will continue until the position is filled.