

ByalaSearch LLC

CHIEF COMMUNICATIONS AND MARKETING OFFICER

ByalaSearch LLC is pleased to announce that our firm has been retained by NAACP Legal Defense & Educational Fund, Inc (LDF) to identify candidates for the position of Chief Communications and Marketing Officer.

ABOUT THE NAACP Legal Defense & Educational Fund, Inc

The NAACP Legal Defense & Educational Fund, Inc. (LDF) is the country's first and foremost civil and human rights law organization. Founded in 1940 under the leadership of Thurgood Marshall, who subsequently became the first Black U.S. Supreme Court Justice, LDF was launched at a time when the nation's aspirations for equality and due process of law were stifled by widespread state-sponsored racial inequality. From that era to the present, LDF's mission has been transformative—to achieve racial justice, equality, and an inclusive society.

LDF's litigation, policy advocacy, organizing, and public education programs in the substantive areas of criminal justice, economic justice, education and political participation seek to ensure the fundamental and basic human rights of all people to quality education, economic opportunity, the right to vote and fully participate in democracy, and the right to a fair and just judicial system.

PRIMARY FUNCTION

The Chief Communications and Marketing Officer will report to the President and Director-Counsel and the Associate Director-Counsel. S/he will be primarily responsible for strengthening and bringing greater visibility to the LDF brand, including LDF's substantive litigation, policy, and organizing work to enhance the fulfillment of its mission, increase supporter engagement, support development and fundraising, and, critically important, further its public education function. S/he will supervise and work collaboratively with the Communications and Marketing Team to develop and execute a comprehensive strategic plan for LDF, including traditional and digital communications, media relations, marketing, branding, promotion of publications and other work-product, public relations, and LDF's overall public engagement. S/he will also work with the Chief Development Officer to coordinate consistent messaging between the Communications and Marketing Department and LDF's development and fundraising efforts. S/he will also work with the Director of the Thurgood Marshall Institute to develop specific strategies to amplify and support the work and profile of the Institute.

As a member of LDF's Senior Management Team, the Chief Communications and Marketing Officer will also help execute the strategic direction of the organization and contribute to its strategic plan. S/he must also work in collaboration with LDF staff attorneys, the President and Director-Counsel and Associate Director-Counsel, and other members of LDF Senior Management, to develop effective communication strategies for LDF programs and initiatives, especially its litigation and advocacy. S/he will be expected to become familiar with the goals, priorities, interests and activities of the LDF legal program to maximize the impact of the organization and its work through various public channels.

POSITION DESCRIPTION

Specific Responsibilities of the Chief Communications and Marketing Officer

Communications

- Develop and oversee an ambitious, comprehensive, forward-thinking, and aggressive multi-year communications strategy to promote LDF's overall brand, programs (including, litigation and advocacy), research, and special initiatives through public relations, media relations, digital and social media, and event publicity to a wide range of audiences, constituents, supporters, influencers, decision-makers, funders, and media;
- Steward the LDF's external image, messaging and positioning in various arenas;
- Identify and secure opportunistic and cyclical media platforms and projects;
- Establish and implement short-and long-range departmental goals, objectives, policies and operating procedures, monitor and evaluate program effectiveness, effect changes required for improvement;
- Expand, deepen and cultivate relationships in print, television, radio, as well as digital and social media;
- Manage rapid response and crisis control strategies, providing both direction and resolution;
- Provide strategic communications counsel to LDF's management, legal and development staff;
- Oversee the writing and editing of short-and-long form media and press materials;
- Generate and implement new content ideas for various media platforms;
- Advise on key communications product development, including website, video content, publications, and brochures (digital and analog);
- Proactively coordinate and collaborate with the other internal teams and departments, including Development, Policy, Litigation, and LDF's Thurgood Marshall Institute to support their work and identify areas of intersection and opportunity;
- Manage in-person communications support at key events and appearances;

- Ensure quality and appropriateness of marketing/communications activities and materials.
- Coordinate evaluations and assessments of external communications activities to determine the effectiveness of the organization's marketing and communications plans and strategies;

Marketing

- Define marketing strategies to support the organization's overall and long-range mission and objectives and to promote the organization, its work, and members of its legal team;
- Establish marketing operational goals and key performance indicators; monitor progress and effectiveness of marketing campaigns through measurable metrics;
- Develop a feasible marketing plan for the department and oversee its day-to-day implementation;
- Design, coordinate, and execute promotional campaigns, PR and other marketing efforts across key channels including advertising, continuities, website, and creative;
- Study market trends and direct the organization's market research efforts;
- Ensure all digital marketing channels (website, blogs, emails, and social media) deliver brand consistency;
- Oversee outside contractors related to marketing and promotions, including negotiating compensation and managing projects;
- Identify strategic partnership opportunities for the organization that will promote its brand.

Administration and Management

- Supervise, manage and foster the professional growth of members of the Communications and Marketing Department a team of 7 growing to approximately 10 full-time employees;
- Create and manage annual budget for the Communications and Marketing Department;
- Encourage excellence, cooperation and collegiality in coordination with existing department professionals; recruit and supervise additional staff as required;
- Travel to LDF's D.C. office, and to other locations throughout the country for special events, as needed;
- Other responsibilities as assigned.

Core Competencies for Success:

- History of overseeing and creating an evolving communications strategy for an organization as well as creating and implementing a long-range institutional branding and marketing campaign.
- Track record of increasing visibility of an organization and distinguishing its brand in a crowded marketplace.
- Experience supervising a team by setting priorities and assigning an appropriate work portfolio with the goal of professional staff development as well as greater organizational recognition.

Ideal Skills and Experience:

- Bachelor's degree required; graduate degree preferred.
- Minimum of 8 years of experience in communications, marketing or public relations, and extensive experience working in an industry or institution with similar mission, complexities and challenges to LDF;
- Excellent leadership, creative and analytical skills;
- Successful track record in managing and executing media campaigns across various channels and to multiple audiences;
- Strong knowledge of and experience in publicity, rapid response, and crisis control with excellent contacts;
- Ability to understand, distill, and translate complex legal concepts for a variety of end-users, ranging from judges to laypersons;
- Ability to develop, direct, execute, manage, and evaluate strategic communications plans and programs;
- Superb writing and verbal communication skills;
- Demonstrable experience in developing successful marketing strategies and business plans;
- Expertise in market research and data analysis methods;
- Ability to apply marketing and messaging techniques over digital and non-digital channels to reach a variety of audiences;
- Excellent judgment and editorial capabilities, including clear, concise and creative writing skills and ability to line edit with a critical eye for detail;
- Ability to thrive in deadline-oriented, multi-tasking and team environment;
- Team-oriented leadership and excellent vertical and horizontal people management skills, including demonstrated ability to develop and motivate staff and work interdepartmentally;

- Ability to supervise departmental staff, including organizing, prioritizing, and scheduling work assignments.
- Strong interpersonal and communications skills and the ability to work effectively with a wide range of constituencies in a diverse community;
- Ability to make thoughtful administrative and procedural decisions. Skill in evaluating operations and procedures to then develop and implement new strategies;
- Familiarity and affinity with the history, goals and mission of LDF.

The NAACP Legal Defense and Educational Fund is an equal opportunity employer; it considers all applicants on the basis of merit without regard to race, sex, color, national origin, religion, sexual orientation, age, marital status, veteran status or disability. The NAACP is a registered 501(c)3 non-profit organization.

Kindly send nominations or expressions of interest to:

Lisa Byala
Principal
ByalaSearch LLC
ldfccmo@byalasearch.com
T: (212) 547-9536
www.byalasearch.com

Confidential: This document is confidential and is provided to the named recipient. The information contained within this document is a combination of confidential ByalaSearch LLC internal information and confidential communications between ByalaSearch LLC and its client. This document has been prepared with ByalaSearch LLC's best efforts but may require future corrections. Distribution of this document by the named recipient is strictly prohibited.