

Job Description: Chief Communications Officer

Job Title: Chief Communications Officer	FLSA Status: Non-exempt
Department: Communications	Reports To: Chief Strategy Officer

Purpose:

Prevent Child Abuse America (PCA America) is a leading champion for all children in the United States. Founded in 1972, we are the nation’s oldest and largest organization dedicated to the primary prevention of child abuse and neglect, working to actively prevent all forms of child abuse and neglect *before it happens*. Our success is founded on a nationwide network of state chapters and six hundred Healthy Families America (HFA) home visiting sites. We also conduct, translate, and disseminate innovative research based on science that our vast network then puts into action. And we raise public awareness and advocate for family-friendly policies at the national, state, and local levels to support transformative programs and promote the conditions and contexts that help children, families, and communities across the country thrive.

The Chief Communications Officer reports directly to the Chief Strategy Officer and provides support to the Prevent Child Abuse America national office, and technical assistance on matters pertaining to marketing and communications to the state chapters and Healthy Families America networks, as well as other national partners. The Chief Communications Officer plays a critical role on the senior leadership team, advising on strategic decision making and business operations.

Roles and responsibilities:

- Serve as member of the senior leadership team.
- Prepare, develop, implement, and evaluate departmental short and long-term strategic plans and objectives that align with current industry best practices in the field of communications to synchronize with overall strategic goals of PCA America.
- Devise, execute, and measure the organization's comprehensive integrated marketing and communications initiatives. Determine best communications practices and internal team structure to support the overall organization’s goals of marketing, promotion, and community relations.
- Act as chief content originator, by identifying the most relevant and up to date communications methods, and overseeing the development and distribution of clear, credible, and compelling messages for electronic, broadcast, and print vehicles, such as website, promotional videos and PSAs, marketing copy and collateral materials, reports, and e-communications.
- Develop a proactive media relations strategy that supports the organization’s goals and priorities. Oversee all facets of media relations, including crafting, vetting, and circulating press releases and quotes; initiating and nurturing strong relationships with writers,

editors, bloggers, influencers, and other media reps to get organization featured in high-profile print, broadcast, and digital publications; and coordinating interaction between media and President & CEO and senior staff.

- Develop and implement a thought leadership strategy for the organization, including identifying and securing opportunities for the President & CEO.
- Evaluate PCA America communications plan and projects as to their value and effectiveness and develop and modify new strategies.
- Write speeches, talking points, and other communications for the President & CEO.
- Act as communications liaison to key internal and external audiences, including chapter and network partners, board members, pro bono legal counsel, and consultants, among others.
- Manage crisis communications as they arise, cultivating responsive and defusing messages in urgent situations, often in coordination with state chapters.
- Enforce the Prevent Child Abuse America, Healthy Families America, and Pinwheels for Prevention brands, through brand usage policies; updating and disseminating templates of various materials; ensuring consistent “look and feel;” overseeing the consistent implementation of the brand by partners; monitoring and managing any infringements upon the brand; and ensuring the brands are only associated with credible efforts that align with Prevent Child Abuse America’s vision.
- Manage Pinwheels for Prevention®, Child Abuse Prevention Month, and other public awareness and impact campaigns.
- Spearhead successful digital and traditional marketing campaigns, developing and leveraging content that is search engine optimized or otherwise adheres to industry best practices.
- Oversee all aspects of digital development projects, including website and new digital tools to maintain robust online presence via social media, email marketing, and other online campaigns.
- Oversee and continue to develop influencer engagement strategy, including establishing partnerships/relationships with high-profile individuals locally and nationally to help promote the organization, heighten awareness, and leverage their own audiences to engage and inspire action that benefits the organization and the prevention field.
- Oversee development of key materials, including the organization’s annual report, policy briefs, one-pagers and/or presentation decks for specific projects/issues, and more.
- Market and help manage special events in coordination with the Chief Development Officer.
- Develop and oversee annual budget for the communications department.
- Manage communications-related vendors, including graphic designer, photographer/videographer, website developer, and others.

Please note: this list of responsibilities is not all-inclusive and may be expanded to include other duties and responsibilities as management deems necessary from time to time.

Expectations:

- Demonstrate ethical behavior and business practices and ensure that own behavior and that of others is consistent with ethical standards and aligns with the values of the organization.
- Demonstrate a willingness to be flexible, versatile, and/or tolerant in a changing work environment while maintaining effectiveness and efficiency.
- Establish and maintain positive working relationships with others, both internally and externally, to achieve the goals of the organization.
- Maintain a proactive, collaborative, and supportive management style that focuses on the development and empowerment of employees at all levels.
- Demonstrate the capacity to transform processes and strategy in a manner that motivates the team, fosters alignment, and produces strong results.
- Speak, listen, and write in a clear, thorough, and timely manner using appropriate and effective communication tools and techniques.
- Develop new and unique ways to improve operations of the department and to create new opportunities.
- Assess situations to determine the importance, urgency, and risks, and make clear decisions that are timely and in the best interests of the department and organization.
- Assess problem situations to identify causes, gather and process relevant information, generate viable solutions, and make recommendations and/or resolve the problem.
- Assess options and actions based on trends and conditions in the environment and the vision and values of the organization.
- Demonstrate the maturity to keep things in perspective and manage calmly through setbacks.
- Hold a passionate interest in the mission of Prevent Child Abuse America.

Necessary qualifications and skills:

- Bachelor's degree with emphasis on marketing, communications, public relations, or related field required, Master's degree preferred
- At least 15 years of related experience
- Excellent communications skills, including both written and verbal

Other qualifications:

- Excellent project management and organizational skills
- Proficiency with Microsoft Office products, including Word, Excel, and PowerPoint



- Experience with email marketing platforms, such as Constant Contact, Mail Chimp, and Salesforce CRM platform.

Travel:

Travel may be required at various times of the year (approximately 10% throughout the year pending COVID-related restrictions).

Work environment:

This is a full-time position in a professional office environment at the Prevent Child Abuse America national headquarters in Chicago, IL.

Compensation:

- Benefits include health, dental, life, vision, and disability insurance, and 401(k)
- Each full-time employee receives paid holidays, sick days, vacation days, and personal days in accordance with PCA America employee handbook.
- Salary is commensurate with educational and professional experience.

To learn more about Prevent Child Abuse America, please visit: www.preventchildabuse.org.

To learn more about Healthy Families America, please visit: www.healthyfamiliesamerica.org.

Prevent Child Abuse America is an Equal Opportunity Employer.