

The National Cybersecurity Center provides cybersecurity leadership, services, training and a cybersecurity community for public officials, business executives and the workforce.

Position Summary

The Director of Marketing, Communications and Outreach is responsible for both high-level strategic planning for public relations and outreach and direct operational implementation of communication and marketing activities. The operational work requires effective use of a wide range of platforms and media to engage with a diverse range of audiences. The Director will be responsible for updating the website and using social media, email, printed materials, and other creative means to effectively share information and build engagement with prospective and current customers, members, donors and sponsors. The Director is empowered and expected to consult with NCC leadership and staff to continuously improve communication processes so they reflect best practices across the NCC and ecosystem. In particular, the Director will work closely with the Director of Business Development to develop marketing strategies for prospective customers, members and donors/sponsors.

The Director will develop, implement, and measure the success of strategic marketing, communications and outreach plans and processes for NCC and its programs. These marketing, communications and outreach plans will incorporate a number of current special projects, the redesign of NCC's website, and the development of an annual report. These plans will also capitalize on complex analyses such as measuring the return on investment of events, interpreting web analytics, or researching target audiences and build in opportunities for continuous improvement and flexibility to adapt to changing circumstances.

Success at NCC during this period of exciting growth requires significant adaptability and an enthusiastic commitment to teamwork. The Director's approach will be relational, savvy, and inclusive.

- Develop and execute strategic marketing, communication and outreach plans for NCC and its programs for both internal and external audiences.
- Adapt these plans as needed in an environment of significant change and growth.
- Lead collaborative teams to fulfill current and future special outreach projects, such as the development of an annual report for NCC, the redesign of NCC's website, and the outreach strategy for NCC's new strategic plan.
- Liaise with NCC Departments such as Business Development, Membership & Events and Government & Business Initiatives on NCC's strategic objectives.
- Advise NCC leadership and play a leadership role in decision-making about marketing, communication and outreach activities.
- Partner with NCC staff to steer marketing and communications efforts directed toward prospective members and donors.
- Produce excellent communications and strategic engagement for NCC across multiple platforms, timeframes, and audiences. This includes website, social media, email, newsletter, and other platforms. Utilize data analytics to inform decisions and opportunities for improvement.

- Manage daily operations of NCC's communications work, including budget oversight. Thoughtfully incorporate events into NCC's broader outreach goals.
- Design marketing and outreach materials for NCC, or effectively oversee design work done by contractors.
- Hire and train interns and contractors to support NCC's outreach activities with appropriate professionalism.
- Ensure the maintenance of NCC's brand identity through all activities.
- Cultivate and support opportunities for public engagement outlets to highlight NCC expertise, such as media interviews, op-eds, and blogs.
- Seek out and report on the achievements, research, and notable events of the organization.
- Cross-train and collaborate as needed to support teamwork with colleagues.
- Supervise the work of interns, contractors, and potentially other NCC staff.
- Other duties as assigned.

Knowledge, Skills and Abilities

- Familiarity with best practices in marketing, communications, recruitment, outreach, and engagement.
- Proficiency with Microsoft Office, Adobe Creative Suite, social media and other online platforms, and website maintenance platforms.
- Exceptional verbal and written communication skills, including strong skills in editing, proof-reading, and attending to detail.
- Ability to move fluidly between high-level strategic thinking and nitty-gritty detailed implementation.
- Ability to collaborate closely with staff, interns, stakeholders, donors, and the general public.
- Ability to tailor communication methods to a wide range of diverse subjects and audiences.
- Ability to adapt to and manage organizational change.
- Low tolerance for spelling errors and poor grammar.
- Proven experience successfully collaborating with a wide range of stakeholders.
- Experience in the design, development, and implementation of sophisticated communications, engagement, and marketing strategies.
- Proven track record of using marketing analytics in order to steer marketing efforts and decision making.

Required Qualifications

- Bachelor's degree
- 5 years of increasingly responsible professional experience in marketing, communications, engagement, public relations, and graphic design.
- Experience producing written and digital marketing materials and communications for a wide range of audiences.

Preferred Qualifications

- Master's degree in communications, marketing, journalism or related area.

- Membership in professional organizations such as PRSA or AMA.
- 6-8 years of professional experience in marketing, communications, engagement, public relations, and graphic design.
- Experience working on topics related to cybersecurity.
- Experience in a non-profit setting.
- Experience working with flexible, non-hierarchical teams.
- Experience managing non-traditional personnel, such as student interns or contractors.
- Experience with graphic design.
- Proven experience promoting issues related to diversity and inclusive excellence.
- Proven experience improving processes and adapting to change.

Work Schedule

- Monday – Friday, 8:00 a.m. – 5:00 p.m.
- Evenings and weekends as required.

Application Deadline

For best consideration, please submit your application materials by **4:00 p.m. (MST) December 20, 2018** to April.trinkle@cyber-center.org

Please include the following documents with your application:

1. Resume
2. Cover Letter
3. Work portfolio