



The Sarcoma Foundation of America (SFA) is seeking a motivated, creative, collaborative, results-focused Communications Director to join a fast-paced team.

The Sarcoma Foundation of America (SFA) is the largest funder of private research in the sarcoma community and an organization dedicated to raising sarcoma awareness. SFA advocates for increased research to find new and better therapies with which to treat patients, and the organization raises money to privately fund grants for sarcoma research and education and advocacy efforts on behalf of the entire sarcoma community. Since its inception in 2000, the Sarcoma Foundation of America has invested over \$14 million in research, including over 200 sarcoma research grants, eight American Society of Clinical Oncologists (ASCO) Young Investigator Awards, two Advanced Clinical Research Awards (ASCO) Conquer Cancer Foundation Awards, and two ASCO Conquer Cancer Foundation Career Development Awards. We have also provided direct funding to sarcoma center programs across the country and internationally.

POSITION SUMMARY

The Communications Director will develop and lead a comprehensive marketing communications and media outreach strategy that enhances the visibility and support of SFA. The Communications Director will ensure that SFA is viewed as the primary source, disseminator, and conduit of sarcoma information. Partnering with the CEO and senior staff, the Communications Director will guide all communications efforts.

ESSENTIAL DUTIES & RESPONSIBILITIES

The Communications Director will be responsible for the following:

- Develop, implement, and execute a comprehensive communications and marketing strategy.
- Enhance SFA's visibility and increase awareness through marketing campaigns and media outreach at the national, state, and local levels.
- Work closely with the CEO, Senior Staff, and volunteers across the organization and sarcoma community, respectively, to amplify the impact of SFA's programs through communications.
- Maintain a consistent focus on the organization's voice, visibility, and influence.
- Ensure consistent messaging and quality across SFA's communications, print and electronic collateral, and social media platforms to advance SFA's priorities to target audiences.
- Manage SFA's website content, social media platforms, design, and communications collateral to ensure that they are dynamic, current, and effective.

- In partnership with the CEO and Senior Staff, establish and maintain relationships with members of the national media, health trade, science press, and key digital communications influencers on sarcoma to advance SFA's priorities.
- Oversee electronic communications programs, including web-based interactive efforts such as photo and video collateral that communicates SFA's messaging.
- Work closely with the Communications Manager to execute a planned, robust digital content strategy across social media platforms, videos, infographics, and more.
- Manage the Communications Manager's work to manage the editorial calendar and communications initiatives.
- Collaborate with the Development and Events teams to conceive and implement outreach strategies for SFA's fundraising initiatives and events.
- Other duties as assigned.

SUPERVISORY RESPONSIBILITIES

The Communications Director will supervise the Communications Manager.

QUALIFICATION & REQUIREMENTS

- Bachelor's degree required; ten or more years of strategic communications and media outreach experience, preferably serving nonprofit organizations at a national level.
- Quantifiable success in developing, executing, and evolving comprehensive and proactive communications strategies and campaigns.
- Strong writing, editing, proofreading, layout and design, and professional printing/publishing skills are essential, including the ability to present concepts verbally.
- Proven track record in interacting with media.
- Superior written, verbal, and editing communication skills.
- Excellent organizational skills.
- Superior project management and time management skills
- Strong knowledge and understanding of current trends in digital media/social media. Proficiency in social media platforms and analytics.

This position is exempt/full-time and is located at our national office in Montgomery County, Maryland, outside of Washington, DC. Work must be performed in Maryland, Washington, DC, or Virginia region. The staff is currently teleworking due to COVID-19. A hybrid of teleworking and in-office days will continue when the SFA office opens.

Please email your resume and cover letter with salary requirements to hr@curesarcoma.org with the subject line "Communications Director." No phone calls, please. The Sarcoma Foundation of America is an equal-opportunity employer and accepts applications from all.