



a seriousfun camp

TITLE:	Director of Communications & Public Relations
LOCATION:	Mt. Gilead, OH / Remote Flexibility
JOB CLASS:	Full Time
REPORTS TO:	President & CEO
TEAM:	Communications

Director of Communications & Public Relations

As the **Director of Communications & PR** you are a savvy diplomat and employ this to identify opportunities to bring bold goals to life to advance the mission. You see yourself as a conductor, leveraging strategy, storytelling, and opportunity to connect people to the mission. You enjoy developing a bold strategy and overseeing the effective implementation, balancing multiple stakeholders and ambitious goals simultaneously. You often are seen as someone who makes things happen by identifying the best in people to bring big goals to fruition. A natural influencer, you enjoy leveraging it for the greater good and are driven by the mission. You understand that communications, PR, and government relations are inextricably linked and know when and how to pull the right levers for each, seizing opportunity whether it be an article, a donor story, a spot on the news or government funding. You thrive on combining strategy with vision to create dynamic and strategic plans and enjoy collaborating with team members and stakeholders to make them happen. In the face of a roadblock, you assess the situation and maintain your cool, quickly pivoting to the next best thing with ease and cascading the plan. In this role you will be responsible for driving strategic marketing, PR, government affairs and communications efforts to increase FHF's brand, voice, and influence; deepen engagement with current and prospective stakeholders and strengthen and protect the organization's brand and reputation.

Team Function Overview:

This role works within the **Communications Team** to support the mission of camp through communication, marketing, PR, and government relations strategies such as storytelling, impact messaging and brand awareness. The communications team drives media relations and creates print and electronic materials to connect with our campers, families, volunteers and other important stakeholders, engage and retain donors and increase awareness in Ohio and beyond.

Responsibilities:

Leadership

- Serve as a member of the senior leadership team, contributing to overall organizational strategies and representing the priorities and perspectives of the development function
- Develop and execute annual and quarterly plans to align with and amplify the strategic goals of the organization
- Manage and coach Communications Manager
- Oversee external consultants and vendors
- Develop the Communications Department goals, activities, budget in partnership with the CEO and leadership team
- Manage communications team, employees, interns, outside vendors and freelance contracts.
- Responsibilities may include staffing committees and the ability to present Board level reports.
- Oversees execution of internal communications strategies and programs to help build culture, inspire, and motivate staff

Government Affairs and Media

- Build strong relationships with media including but not limited to reporters, writers, editors, and producers and secure both earned and paid media coverage.
 - Develop relationships with local and regional media outlets to deliver compelling, newsworthy story lines and evaluate other earned media opportunities.
- Proactively identify opportunities to draft press releases and respond quickly to amplify messaging.
- Keeping a pulse on messaging the current landscape, seek out and craft OpEds.
- Develop and nurture relationships with Hospital Partners to maximize Hospital Relations and specifically Rx Camp {INSERT DESCRIPTION}.
- Identify, seek out, and nurture relationships with key business, community, and government leaders
- Identify, seek out, and advocate for funding, grants, and public policy at the local, state, and federal levels that support the mission
- Manage the production of speeches & presentations to support members of the leadership team in their public appearances
- Work with FHF designated spokespeople to provide media training support as needed, which may include campers, camper families, board members, staff, and volunteers. This includes ensuring that all speakers for events are camera and/or stage ready
- Speak directly with the media on behalf of FHF, as needed
- Organize and build press conferences, press calls, and other in-person and virtual media events
- Develop relationships with and pitch reporters
- Proactively seek out news opportunities and creative placement strategies
- Leverage stories and storytellers in earned and digital media
- Coordinate interviews and prepare staff for media and other public appearances
- Serve as an on-the-record spokesperson
- Track and stay current on relevant message research, guidance and polling on core issues
- Draft media releases/advisories and pitch earned media stories to relevant media outlets

Stakeholder Communications & Publications

- Create and oversee the execution of an impactful and comprehensive communications strategic plan to engage and nurture multiple stakeholders
- Regularly create and edit materials including but not limited to CEO messaging
- Oversee production of the annual Impact Report, Journey magazine, and other print publications
- Create collateral strategy, direct the execution of all collateral needed for the organization
 - Develop and concept brochures, flyers, team specific collateral as needed. Create forms and other pieces for distribution on a semi-regular and/or annual basis.
 - Manage organization-wide collateral; implement systems for reviewing and updating regular and annual pieces.
 - Create and produce content for external purposes to tell FHF stories; including but not limited to overseeing the production of annual Impact Report and Journey magazine through content gathering, writing, editing, and photo management.
- Direct digital, web, and social strategy to engage campers, camper families, key stakeholders, and donors
- In partnership with Leadership team members, craft strategy for broad messaging plan
 - Develop & maintain thought leadership strategy & plan, including working with leadership team to identify thought leadership opportunities in their areas of expertise, setting schedule, and managing the development of thought leadership content which

may include but is not limited to co-developing talking points, testimony, op-eds, and infographics for donor communications, policy communications, partner outreach and general promotional opportunities

- Direct and edit content created by Communications Manager
- Collaborate with the Director of Development to create compelling donor appeals to engage and retain donors

Marketing & Public Relations

- Lead vision and strategy for comprehensive marketing and PR plan that includes both proactive and reactive needs and opportunities.
- Build and cultivate relationships with designers, videographers, communications consultants, and key influencers.
- Drive positioning and alignment of messaging and themes for internal and external audiences
- Identify new partnerships to amplify brand
- Works with the CEO and Leadership team to support their communications, visibility, and outreach efforts including drafting talking points and overseeing script development
- Direct content strategy for owned communication channels, including our website, newsletter, social media, and other channels as needed
- Identify and assess opportunities for new owned communications channels (e.g., new social channels, new newsletters, etc.) and work with key team members to implement as needed
- Oversee development of PR assets including, press releases, media lists, talking points, and other assets as needed
- Direct Crisis Communication strategy and planning. Provide immediate support and direction in appropriate cases, both crafting messaging and directing the cascading of messages internally and externally. Includes annual review of manuals.
 - Develop & maintain crisis communications strategy to protect the organization's reputation against threats and oversee crisis communications as needed

Brand management and promotion

- Identify award nominations for staff, organization, board and volunteers to bolster FHF in the community. Write and submit in collaboration with the Communications Manager.
- Third Party promotions, agreements, and communications support as needed
- Oversee/lead strategy for all production elements for events and all produced videos (video, scripting, curating stories, speaker, brand concept).
- Oversee digital, web, and social media presence to ensure consistency in tone, brand, and updates, including generating, editing, and publishing engaging content.
- Ensure the consistency of internal and external brand messaging through effective proactive and responsive brand management.
 - Provide oversight and communication of brand guidelines. Maintain and evolve the brand as appropriate.
 - Internal voice/tone training and coaching
 - Maintain and protect Public Voice/tone
 - maintain and manage brand standards through protecting and projecting name, image, and tone

Required Skills & Experience:

- 7-10 years marketing, pr, or communications experience in a nonprofit or agency setting
 - Experience in strategic public relations planning and implementation, community relations, media relations, government affairs and advocacy issues/crisis communication and reputation management

- Public relations and media experience (press releases and media management)
- Experience pitching media outlets for earned media placement
- Proficient editing and writing skills
- Strong understanding of brand management
- Ability to work cross-functionally with a variety of teams
 - Excellent interpersonal skills
 - Ability to work collaboratively as a member of a small, dynamic team
- Excellent and thoughtful verbal, written, and nonverbal communication
 - Ability to communicate effectively via phone, email and in person
- Strong strategic planning and execution skills
 - Ability to create strategic goals and methods to accomplish goal
- Demonstrated experience supporting, managing, coaching, and positively managing conflict
- High organization skills and strong attention to detail
 - Impeccable follow-through

Preferred Skills & Experience:

- 2+ years of working with designers
- Web management experience: email platforms (Mailchimp)
- Technologically savvy and trend aware
- Working knowledge of Lightroom Photo/ Video editing and Web CMS
- Familiarity with donor/customer relations management systems like Raiser's Edge
- Experience with crisis communications and media relations strategy and process
- Experience working in or with Nonprofit organizations
- Marketing and/or Communications or related field
- Bachelor's degree in journalism, communications, or public relations

Expectations & Requirements for all Flying Horse Farms Staff

We live our Values. We are each responsible for knowing our values and nurturing our culture:

- We are All In. To embody our Core Values of "Campers First," and "All Crew, No Passengers" we are All In to demonstrate a dedication to FHF's mission & vision, even when tasks or goals may be in our stretch zone or outside normal job responsibilities. This may include the reminder that "Anyone Can Give" means that in all we do, at all times, with all people, we represent FHF and our camper families depend on us to share their stories and inspire as many people as possible to be part of making camp possible.
- We have an Attitude of Optimism. Our Core Value of "Welcome Home," requires us to have an Attitude of Optimism. We accept ambiguity as an opportunity to solve problems and are hopeful our work and objectives will achieve successful outcomes. Having an Attitude of Optimism in how we approach our work means that we "Celebrate Every Milestone" when trying something new or different. There may not be a specific outcome met or achieved, but other opportunities present themselves, such as: learning experiences, new skills, thought processes, or communication styles.
- We are Trustworthy. To achieve our Core Value of "Seeing the Best in Each Other," we must be Trustworthy. We build trust when we show up prepared, consistently deliver what is asked of us and what we say we will do, and then some. We take ownership of our work and we are honest about where support is needed and how we offer it to each other. When this is demonstrated, "With Trust Comes Relief" is experienced by others. We foster the experience with abundant gratitude and applying our Core Value of "A Simple Thank You Goes A Long Way".

- We Take Initiative. The Core Value of “Fearless is Free” invites a team member to Take Initiative to plan for what could happen, solve problems with innovation, and be attentive to details for successful outcomes. “Giving Feels Good” extends to how we offer our talents, our energy, and our care for the sake of the greater good of the mission.

One Barn:

At Flying Horse Farms, we believe in providing opportunity to engage and learn cross departmentally. To demonstrate this and underscore our operating core value of All In, every employee at FHF participates in organization-wide and/or cross departmental efforts. While included in all team member position responsibilities is the agreement of “other duties as assigned” or “not assigned,” we at FHF desire to be All In and agree to and partner on tasks, projects, and teamwork that support the operations and mission of the organization by completing tasks or assignments that may normally fall outside of your job description. Examples of this include but are not limited to fundraising, event assistance, program participation, facilities assistance work, “volunteering/working” for a camp session, and supporting alternative revenue efforts as appropriate. At FHF we fondly refer to this approach to All In as The One Barn.

About Flying Horse Farms:

Flying Horse Farms provides healing, transformative camp experiences for children with serious illnesses and their families - free of charge. Located on 200 acres in Mt. Gilead, Ohio, camp first opened its gates in 2010 and hosts about 900 children and families each year.

Flying Horse Farms is the first camp in the Midwest to become a full member of the SeriousFun Children’s Network. Founded by actor, philanthropist and Ohio native Paul Newman, the Network is a community of independently managed and financed camps and programs creating opportunities for children with serious illnesses and their families. The Network has evolved from one camp to a global community serving one million children and families across five continents.

The children who attend camp have illnesses including cancer, heart conditions, rheumatoid arthritis, blood disorders, asthma, gastrointestinal disorders and facial anomalies.

At Flying Horse Farms, for a weekend or week at a time, being sick takes a backseat to being a kid. And fun is priority number one. Campers participate in activities like swimming, boating, fishing, archery, high ropes and arts and crafts. Campers receive first-rate care at our on-site health center, staffed 24/7 by medical professionals from children’s hospitals across Ohio and beyond.

Flying Horse Farms is an ACA-Accredited Camp with the American Camp Association.