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## Communications Director Position Description

### Organization Description:

Founded in 1988, the National Eczema Association (NEA) is dedicated to improving the health and quality of life for individuals with eczema through research, support, and education. NEA is a 501(c)3 nonprofit organization governed by a Board of Directors and guided by a Scientific Advisory Committee comprised of top U.S. medical professionals in the field. NEA conducts a variety of programs to achieve its mission, including Patient Conferences, Itching for a Cure Walks, Eczema Awareness Month, nationwide Support Groups, print and online communications, research grant program, and a variety of advocacy initiatives. Headquartered in San Rafael, CA, the organization is experiencing unprecedented growth and is poised to usher in a new era of care and advocacy for the eczema community. For more information, please visit [nationaleczema.org](http://nationaleczema.org).

### Job Summary:

Reporting to the Vice President for Expansion (VP), the Communications Director will help set and will guide the strategy for all communications, website, and public relations messages and collateral to consistently articulate NEA's mission. The Communications Director will ensure that NEA is viewed as the primary source, disseminator, and conduit of information within this diverse network and constituent base.

The Communications Director will work closely with NEA's executive team within the organization as the communications partner on a variety of strategic initiatives.

### Primary Responsibilities:

- Assist in the development and lead the implementation of an annual communications plan focused on NEA's discreet audiences in collaboration with NEA's 2016 Communication Consultant.
- Support assessment, development, content, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, annual report, e-newsletters, and NEA's website.
- Lead the generation of online strategies and content that engage NEA's diverse audiences to take to measurable action. Decide who, where, and when to disseminate in coordination with NEA's program priorities.
- Put diverse communication vehicles in place to create momentum, awareness, and build NEA's membership base.
- Work with NEA's Communications Manager on website administration and events that engage NEA's diverse audiences.
- Coordinate webpage maintenance to ensure that new and consistent information (article links, stories, and events) is posted regularly.
- Track, measure, and report on the level of engagement within the network regularly, and routinely test the effectiveness of communications activities.
- Expand and manage all media contacts and media outreach.
- Serve as NEA spokesperson as needed.
- Support NEA's 2016 public awareness campaign.

## Qualifications:

NEA is seeking an accomplished Communications Director who has at least 7 years of communications experience, ideally in an “in-house” leadership role within a complex (number and variety of constituents) nonprofit entity, and covering areas such as website content, newsletters, advocacy, and donor communications. The ability to take knowledge and transform it into exciting and useful messages, and disseminate it to the right audiences through the best distribution channels is critical.

- Highly collaborative style; experience developing, implementing, and tracking communications strategies.
- Excellent writing/editing and verbal communication skills.
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently.
- Relationship builder with the flexibility and finesse to “manage by influence.”
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels.
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters.
- Ability to function at a high level and balance competing priorities in a fast-paced organization.

The National Eczema Association offers an attractive benefits package to the qualified candidate:

- Competitive salary, dependent on experience
- Medical and dental benefits
- Life Insurance
- Employer paid pension plan
- Employee optional 401K plan
- Optional Flexible Spending Plan
- Other standard organization benefits

## Application Instructions:

Interested applicants should submit their resume and cover letter. Please include in the cover letter an explanation of why you believe you are a fit for this position and examples of work, such as collateral pieces, strategic plans, and other communications items highlighting past work. Submissions without the requested information will not be considered.

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Position Open Until Filled.  
NEA is an Equal Opportunity Employer.