



Position: Director of Marketing and Communications

Type: Full Time

Reports to: Executive Director

Position Available: 3/1/2019

Organization Summary

Project Sunshine is an international organization headquartered in New York City that addresses the psychosocial and developmental needs of pediatric patients and their families. The organization's mission is to serve patients ages 0-21 facing any medical challenge and to take a family-centered approach to care, inviting caregivers and siblings to participate in all program activities. Project Sunshine was founded in a college dorm room by a student who motivated others to volunteer and fill a gap in care within the pediatric environment; for the past twenty years, this entrepreneurial spirit and commitment to bringing joy and connection into the hospital setting remain at the core of the organization.

Trained volunteers deliver in-hospital activities that normalize the hospital experience for young patients, provide support and resources to hospital staff, and offer volunteers a chance to give back to their communities. The unique volunteer engagement model allows community groups, colleges, and corporations to create moments of connection with pediatric patients, caregivers, and families. It also steps beyond the formal healthcare system to provide adaptable, play-based programming that inspires child-centric and family-based behavioral change.

Over 18,000 trained volunteers deliver programs that provide opportunities for creative expression, socialization, intellectual stimulation, and sensory integration to more than 150,000 pediatric patients and families. To carry out this impactful work, Project Sunshine partners with 325+ medical facilities across the U.S. and in four international locations: Canada, China, Israel, and Kenya.

Position Description

The Director of Marketing and Communications provides the vision for and oversees the branding and external communications for Project Sunshine. S/he will be an integral player in helping Project Sunshine to raise its brand awareness. She/he will leverage its international impact, 20-year longevity and significant organization accomplishments so that our recognition level matches our achievements. S/he will serve as a consultant to the Executive Director and the Board on all matters pertaining to marketing and communications.

The Director will join a passionate and energetic Project Sunshine team, at a time of significant organizational growth. He/she will be an enthusiastic, highly-motivated, and diplomatic leader and will play an important role in expanding an organization that brings hope and support to thousands of vulnerable children and their family members. He/she will work as a member of a fast-paced team of 18 on-site staff, and additional limited-term staff, senior interns and consultants, located at the organization's headquarters in New York City. The operating budget for the institution has doubled in the past few years and is now nearly \$4 million and is on pace for more growth.

Responsibilities

Reporting to the Executive Director, the Director of Marketing and Communications will serve as a key and collaborative member of the team, playing a crucial role in the institution's growth; and

- Set and implement a broad strategy to communicate with multiple constituencies including volunteers, hospital partners, donors, social media followers and prospective members of all these groups.

- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, and Project Sunshine's website
- Track and measure the effectiveness of communications with various audiences
- Shape Project Sunshine's online voice and visual presence to engage a wider audience on our various social media channels

Branding and Public Relations

- Lead a branding renewal effort that results in a stronger brand platform and clearer organizational voice to support Project Sunshine's fundraising, volunteer and hospital partner recruitment and more cohesion across international sites
- Assess brand guidelines to reflect best-in-class procedures
- Seek ways for Project Sunshine staff to present and participate at sector-wide conferences
- Manage and promote celebrity talent who are passionate about Project Sunshine
- Identify opportunities to raise awareness in press and media

Strategic Planning and Marketing

- As the organization's expert on communications and marketing, partner with leadership team colleagues on strategies to various constituencies such as:
 - Director of Volunteer Engagement to create effective communication plans through a variety of mediums to deepen volunteer connections to Project Sunshine
 - Director of Development to polish appeals, invitations and campaigns
 - Director of Corporate Partnerships on pitch-decks and other collateral to corporate donors
 - Director of Program Innovation to inform and update hospital partners
- Design plans to market Project Sunshine to new audiences of prospective volunteers, donors and hospital partners

Staff Management

- Recruit and manage one director report, Social Media Coordinator
- Be a player/coach with a positive and accessible presence
- Set high standards for professionalism, work product, and collegiality and hold staff accountable for maintaining them

Required Qualifications

- At least 10 years of experience in communications/marketing of increasing scope and responsibility, with a preference for the non-profit setting
- A record of developing creative and authentic voice on behalf of an organization
- Strong written and verbal communication skills and clear, engaging communication style
- Integrity, a positive attitude and entrepreneurial work style
- Sound understanding of communication best practices, including collegial partnerships with development departments
- Experience with strategic and annual planning, project management, setting priorities and developing and meeting timelines
- Ability to understand individual, institutional, and cultural nuances
- Passion for volunteerism, supporting pediatric patients and translating Project Sunshine's mission to large audience
- Bachelor's degree
- Ability to travel domestically, work evenings and weekends as needed

Please submit a cover letter and resume by email to: hr3@projectsunshine.org.