

## **Chief Communications and Marketing Officer**

### **Description**

The American Counseling Association (ACA) is the world's largest organization representing professional counselors in various practice settings. Our vision: Every person has access to quality professional counseling to thrive. Our mission: Promote the professional development of counselors, advocate for the profession, and ensure ethical, culturally inclusive practice. Our values: Diversity, Equity & Inclusion, Integrity, Proactive Leadership, Professional Community & Relationships, Scientific Practice & Knowledge, Social Justice & Empowerment.

All American Counseling Association team members are encouraged, supported, and expected to demonstrate The Way We Work Values: Be Flexible, Be Creative, Be Empowered, Be Inquisitive, Be Collaborative and Be Respectful.

### **POSITION SUMMARY**

The Chief Communications and Marketing Officer (CCMO) serves as a member of the Executive Team and provides strategic partnership to the Chief Executive Officer and leadership. The CCMO will lead the design, development, and implementation of an organizational communications and marketing strategy that includes accomplishing strategic plan objectives, balancing the needs of rapid response on emerging issues with long-term goals, and setting KPIs around organizational brand management and visibility.

The Chief Communications and Marketing Officer provides leadership and oversight for all aspects of public affairs with an emphasis on media relations, brand position, public awareness, and perception of the association. The CCMO directs the activities of the marketing, communications, public relations and creative services staff and coordinates at strategic and tactical levels with the other functions of the association.

### **Requirements**

- Serve as strategic advisor and thought partner to the CEO and leadership.
- Develop and implement an annual comprehensive communications and marketing plan, including processes to measure the effectiveness of communications and marketing strategies and activities.
- Build, manage, and support a high-performance team to implement tactics and plans in support of overall communications and marketing strategies.
- Proactively anticipate communication needs throughout each calendar year and prepare executive messaging matched with the appropriate voices and leaders.
- Develop and maintain an integrated crisis response plan including communication templates and strategies, talking points, media statements, FAQs, internal updates, social media response plans. Responds to sensitive media relations situations and leads crisis management communication response teams as needed.

- Media relations, message creation, alignment, and delivery across the association.
- Oversee digital and social media execution in alignment with overall branding and messaging.
- Brand management sensitive to association needs and contexts, and consistent with the association's values and standards of diversity, equity and inclusion.
- Reputation management to proactively promote the Association's thought leadership and defensively protect the Association's reputation.
- Executive communications that result in securing opportunities for leadership presentations, advising on voice, tone, overseeing content/creation, speech writing, and coaching as needed.
- Internal communications to ensure staff are aligned, engaged in and aware of our mission, vision and strategic direction.
- Data Analytics to measure progress on communications and marketing goals for periodic reports to the Board, CEO, and Executive Team.
- Budget management to develop and manage the department's budget.
- Expand social media accounts into mature, robust messaging platforms while growing engagement rates. Identifies new platforms to build and introduce to the Association's social media portfolio.

## **KNOWLEDGE, SKILLS, AND ABILITIES**

- Demonstrated experience and results in strategic brand development and content strategy, with an understanding of marketing and engagement tools and trends.
- Demonstrated strategic thinking, problem solving, and analytical skills, including the ability to plan and implement in a fast-paced environment.
- Strong track record of directing targeted marketing or advocacy campaigns and a deep understanding of digital and social media best practices.
- Demonstrated ability to develop and implement marketing and engagement strategies, including ability to gather, interpret, analyze, and report statistics and other data.
- Ability to anticipate and articulate future trends, events, and directions and to recommend actions to enhance the success of the organization within functional areas of responsibility.
- Ability to mentor and foster collaboration among staff and organizational membership.
- Experience working with association management systems, customer relation management (CRM) systems, and content management systems preferred.
- Excellent interpersonal skills: ability to work well and collaboratively with colleagues and volunteers.
- Ability to prioritize multiple tasks, organize work, and delegate effectively.
- Ability to manage people and resources and skill in managing and evaluating employees
- Demonstrated ability to work independently and on a team, always showing respect for the diverse constituencies of ACA and within its membership.

## **QUALIFICATIONS**

- Bachelor's degree required, preferably in Marketing, Communications or Management related field.

- Master's degree is preferred.
- 15 or more years of professional experience, and at least seven years' progressive supervisory and/or team management experience.
- Professional certifications of CAE, CCXP, and/or PCM highly desired.
- A record of success in senior level communications positions.
- Comprehensive operational, service, and strategic planning and execution skills, including metrics for performance and results.
- Superb interpersonal skills, with an impressive history of forging strong relationships with multiple stakeholders.
- Demonstrated ability in creating and implementing communications strategies for a large, complex organization.
- Ability to partner with subject-matter experts to develop communications plans.
- Ability to be available off-hours for disaster response communications.
- Superior writing and editing skills and demonstrated ability to handle complex issues and translate information about them to broad audiences.
- Demonstrated experience in integrating communications strategy into the fabric of the organization and effectively reaching and influencing intended audiences.

### **An Equal Opportunity/Affirmative Action/Pro Disabled and Veteran Employer**

At ACA, Equal Employment Opportunity is our commitment and goal. All qualified candidates will receive consideration for employment without regard to race, national origin, gender, age, religion, disability, sexual orientation, veteran status, marital status or any other protected status designated by federal, state or local law.

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