



**POSITION:** Communications and Marketing Director

**ORGANIZATION:** No One Left Behind

**LOCATION:** Washington, DC Metro Area

**REPORTS TO:** Chief Development Officer

**STATUS:** Full-time

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## **ABOUT NO ONE LEFT BEHIND**

No One Left Behind (NOLB) was established in 2014 when former Afghan interpreter and Special Immigrant Visa (SIV) recipient Janis Shinwari took \$35,000 raised for him through a GoFundMe campaign and founded an organization to help others like him. Janis saved five American soldiers as an interpreter in combat yet waited years for his SIV application to be approved.

Today, NOLB is the only national organization solely dedicated to assisting SIVs. NOLB directors, advisors, staff, and volunteers work tirelessly to ensure the United States meets its moral obligation to protect those who risked their lives in support of it abroad.

For more information, please visit [nooneleft.org](http://nooneleft.org).

## **THE POSITION**

No One Left Behind is seeking a qualified, experienced Communications and Marketing Director. This individual is the staff member responsible for Communications in a growing, high-impact nonprofit organization focused on saving the lives of America's national allies from Iraq and Afghanistan, while contributing to American national security.

The Communications and Marketing Director will play the key role in daily communications while also making strategic decisions that support our evacuation, resettlement and advocacy objectives. S/he will serve as a storyteller for No One Left Behind, developing and deploying brand strategy and core program/organizational messaging across print and digital channels to advance No One Left Behind's strategic plan goals and convert the public into donors and advocates. An ideal candidate should have experience in public relations, social media, graphic design, and marketing. S/he should stay abreast of developments in the communications field and new technologies, ensuring that No One Left Behind is a consistent and active presence in the digital and media spheres.



The Communications and Marketing Director is responsible for both internal and external messaging/communications to the following constituencies:

- Board of directors, Senior Advisors, SIV ambassadors and NOLB staff
- Donors (major, sustainer, and small gift)
- The Public
- Members of the media

### **POSITION DUTIES AND RESPONSIBILITIES**

The Communications and Marketing Director will have the following primary job responsibilities (other duties as necessary/assigned):

#### **Brand Management and Marketing**

- Continuously evaluate and improve NOLB's brand identity based on industry best practices, trends, and key stakeholder feedback
- Develop, implement, and evaluate marketing campaigns related to fundraising and advocacy campaigns, special events, organizational programming, and donor cultivation
- Design and maintain high-quality and informative print and digital materials
- Manage NOLB's website

#### **Communications**

- Develop and implement communications storyboard to coordinate internal and external communications for greater cohesiveness in campaigns, fundraising, and advocacy
- Maintain and help build NOLB's media contact lists, actively manage relationships, and secure coverage through traditional press releases and relationship-based outreach
- Raise the profile of NOLB by booking speaking engagements and media interviews for NOLB board members, key leadership, and staff
- Serve as liaison between the media and NOLB personnel, develop standardized organization talking points, and prepare/train personnel for media interviews

#### **Digital Media**

- Lead the generation of engaging content and manage/maintain NOLB's digital channels, including all social media networks and the NOLB newsletter
- Identify trends and monitor current events to anticipate opportunities for NOLB to engage in and/or lead the conversation on social media
- Develop and maintain social media growth strategy and increase followers + engagement across NOLB social media channels



- Marketing and strategic communications for fundraising campaigns
- Strategic communications for advocacy campaigns
- Securing press and media interviews for Board members, the Executive Director and staff
- Liaison between the media and NOLB personnel (obtains and prepares board/staff for interviews)
- Issuing press releases
- Managing the NOLB website, social media platforms, and direct mail with the goal of growing traffic, views, followers and donations.
- Other administrative duties as necessary.

The Communications Director reports directly to the Executive Director while working closely with the Advocacy Director, Operations Officer, and members of the board.

## **EDUCATION, SKILLS & EXPERIENCE**

**As a prerequisite, a successful candidate must believe in and be driven by NOLB's mission.**

**Other requirements include:**

- Marketing experience
- Combined 10 years of Journalism and Public Relations experience
- Very strong written, verbal, and interpersonal communication skills
- Exceptionally well-organized with a strong attention to detail and ability to manage deadlines and competing priorities
- Proficiency in NOLB-selected platforms, including: Google Suite, X newsletter platform, etc.
- Technical understanding of social media, website functionality, and email newsletter publication
- Graphic design with an eye for aesthetics and attention to detail.

## **PERSONAL ATTRIBUTES**

- Exemplifies character in the form of being honest, discreet, and trustworthy; possesses the utmost integrity.
- Has a problem-solving mindset with good project management and time management skills.
- Demonstrates humility and flexibility and recognizes the achievements of others.



- Possesses strong communication skills up and down the organization and is open to listening to the views of others; keeps the Board of Directors up to date with both positive and negative events.
- Possesses the ability to produce significant output with minimal wasted effort.
- Possesses strong strategic thinking; uses long-range planning ability to implement a playbook to achieve success for NOLB's advocacy mission.

### **COMPENSATION AND BENEFITS**

Annual cash compensation will consist of a competitive base salary and a comprehensive benefits package including health, dental, and leave.

### **TO APPLY**

Please send a cover letter and resume to [Jobs@nooneleft.org](mailto:Jobs@nooneleft.org)

**Please use the Job Name in the subject line of your submission.**

**Do not email other No One Left Behind accounts nor reach out to staff directly.**

**Note: with the number of applicants, it may not be possible to respond to every applicant. Openings will be filled on a rolling basis.**

*NOLB provides equal employment opportunities to all employees and applicants for employment without regard to race, color, ancestry, national origin, gender, sexual orientation, marital status, religion, age, disability, gender identity, results of genetic testing or service in the military.*