



Director, Strategic Communications and National Partnerships

America's Blood Centers (ABC), North America's largest network of community-based, independent blood programs, is seeking a **Director, Strategic Communications and National Partnerships**. The position is a key role in a new area of work for ABC and will lead the development and execution of a comprehensive strategy and tools to motivate action by the public and key stakeholders related to blood donation and the need for blood donors. The position will also direct ABC's digital, social, and traditional media affairs, including content creation, and implementation of communication strategies to promote the association's advocacy agenda and increase members' engagement with their elected officials. The position will report directly to the Chief Executive Officer.

Responsibilities:

- Oversee the development of integrated public action and advocacy campaigns that drive significant shifts in how stakeholders view, understand, and support blood donation.
- Facilitate dialogue and coordinated and aligned messaging, tools, and activities to maximize engagement with strategic partners and the public to promote blood donation.
- Develop and nurture relationships and accelerate collaboration with national partners to increase base of support.
- Develop strategies to amplify national messaging around blood donation and targeted advocacy priorities through earned media engagement, digital and social media, and other tactics.
- Serve as ABC's primary media contact, building relationships with key health reporters in Washington, DC and national outlets, writing press releases and talking points, and training ABC spokespersons as needed.
- Oversee writing and dissemination of external communications, including but not limited to digital and social content, blog posts, and other related materials.
- Build targeted programs to engage new stakeholders in ABC's advocacy efforts, including blood donors, patients, and community partners.
- Support the collection of data and research to inform and drive decision-making.
- Work with members and committees of ABC and ADRP, an International Division of ABC, to develop and direct the identification of needs and approaches.
- Work closely with the Senior Director, Strategic Marketing and Communications, to help shape ABC's multi-channel engagement strategy.
- Develop expertise in the issues on which ABC works, and how to educate and grow our base of supporters.
- Other duties as assigned.

Educational Requirements:

Bachelor's required.

Experience, Knowledge, Skills and Abilities:

- 7+ years of experience with communications and media relations, campaign execution, and partnership development.
- Demonstrated knowledge of strategic planning and operational execution.
- Strong customer service orientation and ability to navigate and respond to sensitive/difficult situations.
- Self-motivated, flexible, creative, innovative, and goal oriented.
- Strong planning and organizational skills and detailed oriented.
- Requires ability to multitask and determine priorities.
- Requires ability to manage and work as part of teams.

About Us

America's Blood Centers employs talented individuals whose passion, drive and skills are necessary to fulfill our mission. America's Blood Centers offers a salary commensurate with experience as well as an excellent benefit package including medical, dental, LTD, and 401k contribution. **We are a virtual office that promotes a flexible work environment.** Applicants must be able to maintain a safe, separate workspace in which they can complete their work that is free from distraction and limits accessibly by non-employees and live in an area where they can obtain reliable internet service. This is a full-time staff position including benefits and a stipend for internet and telephone services.

America's Blood Centers prohibits discrimination and provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

Interested applicants should send a cover letter and resume to careers@americasblood.org.