

**Position:** Communications Director  
**Status:** Full Time Position  
**Reports to:** VP- Fundraising & Communications  
**Supervisory Responsibility:** Yes  
**Location:** Downingtown, PA

*Join a high energy, committed team of professionals dedicated to supporting the advancement of research leading to treatments for people living with Friedreich's ataxia.*

**Position Summary:**

Work with the VP- Fundraising & Communications in a dynamic environment to develop and implement a communications strategy with clear and consistent brand/ messaging for the Friedreich's Ataxia Research Alliance's (FARA)- a nonprofit organization that funds and facilitates research to reach treatments and cures for FA. The communications plan for this growing organization includes multiple channels such as social media, eblasts, press releases, program reports, video, and in-person presentation for key stakeholder audiences such as families living with FA, researchers, donors, and the general public. Job responsibilities will include writing for fundraising and for education as well as working in a team environment to foster awareness of FA and FARA's work. The Communications Director will oversee the Communications & Social Media Coordinator.

The successful candidate will be self-motivated and interested in making an impact. Candidates must be able to demonstrate strong writing skills, excellent interpersonal/ teamwork, and an interest in contributing to the health and human service space. The candidate will be given the opportunity to show initiative, acquire new skills and grow professionally.

**Professional Experience Requirements:**

- Bachelor's degree required in Media Communications, Marketing, or a related field
- Five to seven years non-profit communications experience; healthcare communications experience strongly preferred
- Copy editing and/or professional writing experience required; writing for fundraising and material design experience preferred
- Proficient with a variety of software programs required (Microsoft Office – Word, Excel, PowerPoint, Publisher, Adobe Acrobat, Canva, Microsoft Teams)

**Skill Requirements:**

- Excellent written and verbal communication skills
- Knowledge of brand development and current marketing communications trends
- Demonstrated success with communications campaigns
- Attention to detail
- Strong project management skills
- Ability to work independently and in a team setting
- Ability to recognize and develop a compelling story in written word and for video

## **Essential Responsibilities:**

- Survey all organization communications and develop and implement a cohesive communications strategy across programs and focused on key stakeholder engagement (ie people living with FA, the research community, and donors/ supporters)
- Help lead the vision for communications at the organization, including key messaging
- Curate and reinforce FARA's brand, both in graphic design and written content for public facing materials
  - Develop the annual publication of the Donor Impact Report
  - Write for development documents, including fundraising proposals, publications, and communication materials (cultivation, solicitation, and donor acknowledgment letters)
  - Write for patient education materials (ie new clinical trial opportunities or research initiatives etc)
  - Refresh text on the website or FARA printed materials as identified by the Chief Executive Officer or VP-Communications
  - Create new collateral materials as needed
  - Draft scripts for video
- Supervise the Communications & Social Media coordinator while fostering a culture of mentorship and growth
  - Oversee planning for social media (including calendar, graphics, content) to build audience engagement for FARA Facebook, Instagram, LinkedIn, & Twitter Pages, as well as for Branded Events- rideATAXIA and Energy Ball (seasonal)
  - Review all eblasts for clear and consistent messaging, clean/ branded formatting, good grammar, and no typographical errors
- Collaborate closely with other programmatic departments such as Fundraising, Research, Global Partnerships, & Advocacy to develop key supporting materials
- Help foster best practices and clear content for FARA's online presence
- Provide general editing (grammatical and typo) support for the FARA staff upon request
- Submit regular reports on communications activities, engagement levels, and progress
- Foster awareness of Friedreich's ataxia and FARA through PR
  - Write press releases for science news and local events such as key branded and grassroots events and awareness initiatives.

- o Build Media Lists for press release distribution.
  - o Distribute press releases and perform targeted follow up
  - o Build relationships with relevant media on behalf of FARA
- Represent FARA at fundraising events- ie speak on behalf of FARA and engage with supporters at events (some weekend travel required)

Ensure accurate, timely and stakeholder friendly communications. Follow established organizational policies and procedures.

Use a team approach when working with both communications volunteers and the FARA staff.

Exhibit a strong work ethic and an energetic, influential and diplomatic work style.

Demonstrate ability to learn and adapt to changing procedures, methods or processes.

Provide first-rate customer service as front-line client contact.

Ensure that all FARA stakeholders are communicated to in a clear, consistent and timely manner utilizing strong written and verbal skills to address stakeholder needs.

Attention to detail demonstrating accuracy and efficiency in word processing and business correspondence. Coordinate work activity efficiently, and check that work has been carried out to specification.

*FARA is an Equal Opportunity Employer. FARA shall not discriminate because of race, color, age, sex, disability, genetic information, national origin or ancestry, or religion.*

*FARA requires all employees to be fully vaccinated for COVID-19 including any boosters recommended by the CDC as a condition of employment unless there is an approved exemption.*

*If employed by FARA, employees agree to accept and certify to abide by both FARA's Child Safekeeping Policy and FARA's Code of Conduct at [www.curefa.org/mission](http://www.curefa.org/mission) under the Policies and Disclosures tab.*

*FARA offers competitive benefits including medical, dental, life, long-term disability and paid family and medical leave benefits, plus a 401K retirement plan.*

**How to Apply:**

Email a cover letter and resume to [felicia.derosa@curefa.org](mailto:felicia.derosa@curefa.org). Qualified candidates will demonstrate his/her capacity by providing work samples, including press releases, proposals, presentations, marketing plans, etc. Include "Communications Director" in the subject. Application deadline 1/31/2023.