



**National Runaway Safeline  
Director of Marketing & Communications  
Position Description**

The National Runaway Safeline (NRS) is a 501(c)(3) organization committed to ensuring that America's runaway, homeless and at-risk youth are safe and off the streets. NRS provides critical crisis intervention and resources for youth and families 24 hours a day, 365 days a year via a hotline, text, chat, emails, and an online forum. The organization is based in Chicago and serves youth in crisis and their families from across the U.S. and the U.S. Territories.

**OVERVIEW**

NRS seeks a dynamic, experienced Director of Marketing & Communications who is inspired by the opportunity to contribute to the efforts that ensure America's runaway, homeless and at-risk youth are safe and off the streets.

The Marketing & Communications Director leads the organization's strategic communications and marketing programs to raise public awareness about youth homelessness, runaway prevention and the critical need for services. The Marketing & Communications Director will serve as an ambassador for NRS, helping position NRS as a national leader on runaway, homeless and youth in crisis related issues. This position oversees all NRS Marketing & Communications and supervises the Prevention & Outreach Coordinator and the PR/Media Consultant.

The ideal candidate enjoys combining high-level strategy with hands-on implementation, thrives in a fast-paced environment, and has demonstrated an unwavering commitment to youth in crisis, racial justice and prevention. Flexibility, strong organizational skills, effective written and oral communication skills, and a nuanced understanding of NRS' diverse and broad audiences will be key for success in this role. This position reports to the Chief Executive Officer, will serve as a key member of the organization's Leadership Team and will be instrumental in aligning all facets of NRS around integrated branding, marketing, and messaging.

**RESPONSIBILITIES:**

- Develop, manage and budget for the execution of a comprehensive annual strategic marketing & communications plan that addresses all organizational focus areas including: education, outreach, prevention, crisis services and fundraising;
- Create and implement communications strategies that increase engagement from youth, families, service providers, donors and other key stakeholders;
- Oversee management of the NRS brand through messaging, print and on-line collateral materials and ensuring consistency and clarity of use internally and externally;
- Act as the creative director and senior writer for all organizational communication and marketing materials, including e-newsletters, annual report, fundraising appeals, blogs, print and digital materials for National Runaway Prevention Month and other print and digital publication and marketing materials;
- Provide in-house design expertise for social media, flyers, educational resources and prevention tools and coordinate and oversee vendors producing print publications and external graphic design capacity;
- Design, execute and manage all aspects of NRS' social media strategies across platforms (including Facebook, Instagram, Twitter, Tik Tock, Snapchat, etc.) to drive youth engagement, brand awareness and fundraising efforts;

- Maintain the NRS National Communications Systems websites offering comprehensive resources, information, interactive opportunities and easy access to our 24-hour crisis services;
- Lead and manage the National Runaway Prevention Month campaign;
- Oversee the outreach and engagement efforts for the *Lets Talk: Runaway Prevention Curriculum*;
- Oversee all media, advertising and public relations outreach including management of any agency or external partner relationships;
- Build presentations and other collateral to support NRS and its education, programs and donor solicitations;
- Develop reports, analytical assessments and other data relevant for impact and outcome measurements for social media, website traffic and other communications strategies;
- Supervise the marketing and communications team including student interns and outside vendors and consultants; and
- Attend NRS Board of Directors and the Resource Development Committee Meetings.

#### **OTHER REQUIREMENTS:**

- Demonstrated success working with a senior leadership team and Board of Directors to develop high-level strategies that position an organization in a high visibility environment and strategically moves forward;
- Excellent leadership skills; able to mentor, develop and motivate a team of marketing and communications professionals with varying levels of experience;
- Superb written and verbal communications skills including being comfortable with public speaking and serving as an organizational spokesperson;
- Strong interpersonal skills with proven experience with team and relationship building;
- Strong relationship building skills and ability to communicate well with diverse teams both internally and externally.
- Creative problem-solving skills with a positive, results-oriented mindset;
- Able to work in a fast-paced environment and meet deadlines with little outside direction;
- Comfortable with change management and being part of a collaborative work environment;
- Proficient in Microsoft Office Suite (Word, Excel, Outlook, Publisher, PowerPoint, Publisher), Adobe and design software such as Canva or similar platforms and google analytics;
- Experience with graphic design;
- Proficiency in social media and web content development;
- Be committed to the mission and operating goals of the National Runaway Safeline;
- Ability to maintain a flexible work schedule that includes some evenings, weekends and travel.

NRS is an equal opportunity employer and will not discriminate against any employee or applicant based on race, color, creed, religion, gender, sexual orientation, national origin, age, or disability.

**Please submit a cover letter, resume and writing sample that includes sample graphics (maximum of two pages) to [HumanResources@1800runaway.org](mailto:HumanResources@1800runaway.org). No phone calls, please.**