



National Law Enforcement Officers
MEMORIAL FUND
RESPECT. HONOR. REMEMBER.

National Law Enforcement Officers Memorial Fund (NLEOMF)
Job Description

Position: Assistant Director of Digital Communications

Incumbent: Open

Reports to: Senior Director of Communications & Marketing

Position Summary:

The Assistant Director of Digital Communications on the Marketing & Communications team is primarily responsible for development and management of content related to the organization's digital communications efforts, including TeamRaiser buildouts, uniquely coded website content and donation forms as well as design and development of other digital projects. Additionally, the Assistant Director of Digital Communications is responsible for design and implementation of content supporting the organization's data visualization, primarily fatality reporting and federal grants programs. The position also includes work on other digital and print marketing initiatives and projects. This position supervises the efforts of the Communications & Digital Media Manager.

Primary Areas of Responsibility:

- Design and implement strategies and systems to drive registration and promote fundraising for peer-to-peer events
- Work in coordination with the Communications & Digital Media Manager in the development of new and updating of existing content
- Manage multimedia projects and design collateral ranging from brochures and posters to digital billboards and website graphics
- Enhance data visualization and communication for officer safety information and grant deliverables across the Memorial Fund's digital channels to support the Officer Safety and Wellness Department
- Produce and promote quarterly, semi-annual and annual officer fatality reports
- Work with Marketing & Communications team to assist with other initiatives as assigned
- Assist other team members with web design and development projects
- Manage event customer service interactions via phone, email and social media
- Draft, edit, and proof communications materials

Knowledge/Skills/Abilities:

- Bachelor's Degree
- 5+ years of digital media experience
- Clear written and verbal communication skills
- Advanced computer skills. Proficiency with HTML/CSS, Microsoft Office, Adobe Creative Suite, and other multimedia design tools
- Proven track record designing, implementing and managing marketing strategies and materials



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- Experience with online fundraising
- Experience using Blackbaud Luminate or a similar CRM & CMS, including their TeamRaiser & Email Marketing product toolsets
- Guest service, email and phone etiquette
- Strong organizational skills and attention to detail
- A goal-oriented team player with flexibility and adaptability in approach
- Ability to work efficiently and effectively on multiple projects in a fast-paced environment
- Experience with DSLR photography and videography is highly preferred

Working Conditions:

- Working conditions are normal for an office environment
- Position may involve an increased workload during National Police Week in May, the Run for the Badge in October and other seasonal crunch times
- Position will also play a large role in launching the Museum and workload will be dynamic in support of that important initiative