



National Law Enforcement Officers  
M E M O R I A L F U N D  
RESPECT. HONOR. REMEMBER.

**National Law Enforcement Officers  
Memorial Fund (NLEOMF)  
Job Description**

**Position:** Communications and Social Media Manager

**Incumbent:**

**Reports to:** Senior Director of Communications

**Direct Reports:** None

**Position Summary:** The Communications and Social Media Manager plays a key role in advancing the goals, objectives and activities of the Communications Department. The position assists the Senior Director of Communications and other Communications Department staff in developing, implementing, and assessing the effectiveness of NLEOMF communications, advertising, marketing, and public relations efforts. The position has a particular focus on, and primary responsibility for, developing the NLEOMF's strategies for utilizing social media (Facebook, Twitter, YouTube, Blog, etc.) and for overseeing execution of those strategies in support of the organization's overall communications goals.

The position works very closely with members of the NLEOMF's growing online community, as well as representatives of the tourism community, members of the general and trade media, event participants and vendors, Memorial visitors, external vendors and consultants, and NLEOMF staff at all levels of the organization.

**Primary Areas of Responsibility:**

- Oversees the NLEOMF's presence on all social media, to include posting text and visual information, monitoring constituent reaction and comments, and developing appropriate responses.
- Creates and implements strategies for maximizing the NLEOMF's use of social media tools to expand the organization's supporter base and to enhance relationships with members of the online community.
- Researches and contributes to online features and enhancements, and executes updates and changes, as appropriate.
- Serves as lead internal staff photographer (both still and video). Edits photos and videos, and manages photographic and video archives.
- Serves as project lead in the development, writing, reviewing, and production of electronic and print communications, to include advertisements, newsletter articles, e-newsletters, outside publication articles, and internal brochures, fact sheets and reports; helps to ensure editorial accuracy and high quality standards of all communications materials.

- Assists in coordinating various media relations activities, including research, media contact and follow-up, and press conference logistics; may be called upon to brief the Chairman and Senior Director of Communications accordingly.
- Establishes and maintains relationships with the DC tourism community to further NLEOMF goals and objectives.
- Coordinates communications, special projects and special events logistics for the Senior Director of Communications and other senior management, as required.
- Assists in ensuring Communications projects are produced on time and within budget.
- Performs occasional general administrative support for the Communications Department, including, but not limited to, coordination/scheduling of meetings, photocopying, mailings, document creation, filing, and phone/conference calls.

**Knowledge/Skills/Abilities:**

- A Bachelor's degree in communications, English, journalism, online media, or related field required.
- Knowledge of and experience with social media tools, including Facebook, Twitter, YouTube and Blogger.
- Strong command of photographic/video technology, hardware/software.
- Exposure to or experience in journalism, media relations and organizational communications strongly preferred.
- Solid photography and photo editing skills; video capture/editing skills preferred.
- Strong writing abilities, editing skills and eye for detail required.
- Analytical and creative mind that will aid in identifying and capitalizing upon opportunities for furthering the NLEOMF's mission and enhancing materials, events, and campaigns with marketing potential.
- Strong oral and written communication and interpersonal skills, with the ability to form and maintain positive work relationships.
- Good eye for graphic design; ability to present and graphically depict ideas, information, and data.
- Strong ability to work efficiently and effectively, to multi task, and to handle last-minute changes in a fast-paced environment.
- Strong orientation toward customer service.
- Demonstrated self-starter and ability to work independently with little supervision.
- Goal-oriented team player.
- Strong organizational skills, with attention to detail.
- Flexibility and adaptability in approach to work in a growing organization.
- Proficient technological skills, including Microsoft Office Suite and various online tools. Experience with Adobe Creative Suite required.
- Familiarity with the law enforcement profession is desirable.
- Willingness to assist with initiatives and projects as needs arise throughout the organization.

**Working Conditions:**

- Working conditions are normal for an office environment setting. Position will involve an increased workload during the National Police Week.