



POSITION DESCRIPTION

TITLE: Vice President of Marketing & Communications
REPORTS TO: Chief Marketing & Communications Officer

CLASSIFICATION: Full-time/Exempt
DATE: September 2026

ORGANIZATIONAL OVERVIEW

The Elizabeth Dole Foundation (EDF) is the nation's preeminent organization empowering, supporting, and honoring America's 14.3 million military caregivers — the spouses, parents, family members, and friends who care for our nation's wounded, ill, or injured veterans. Founded in 2012, EDF takes a comprehensive approach in its advocacy, working with leaders in the public, private, nonprofit and faith communities to recognize military caregivers' service and promote their well-being. Its mission and goal is to empower military and veteran caregivers, their families, and their communities through programs, partnerships, and advocacy that drive innovation and sustainable solutions.

POSITION OVERVIEW

The Vice President of Marketing & Communications is a strategic leader responsible for building the Elizabeth Dole Foundation's brand awareness, aligning marketing and communications planning, and ensuring execution against our plan. Reporting directly to the Chief Marketing and Communications Officer, this role sets marketing strategy and direction while leading a team that turns that strategy into measurable results.

The Vice President of Marketing & Communications will oversee a portfolio that includes brand and visual identity, the Foundation's website, paid media and advertising, cause marketing, partner activations and benefits execution, and the Foundation's ambassador, celebrity, and influencer network.

This position directly supervises the Marketing Director, the Senior Communications Coordinator and part-time Graphic Designer.

This position must be in the Washington, D.C. area and work primarily in the D.C. office. Interested applicants should send a resume and cover letter to Jodi Sheedy, Chief Marketing and Communications Officer, at apply@elizabethdolefoundation.org.

PRIMARY RESPONSIBILITIES

Note: This description of responsibilities is not exhaustive. EDF may also outline additional responsibilities that are not included in this job description.

Integrated Marketing & Communications Strategy

- Lead the day-to-day integrated marketing and communications plan that advances the Foundation's strategic priorities, programs, and advocacy goals.
- Maintain an organization-wide marketing and communications plan with calendar that coordinates launches, events, partner moments, and awareness campaigns.
- Collaborate with Development, Programs, Community Engagement, and Government Affairs teams to build annual and campaign-level plans with shared objectives, timelines, and success measures.
- Represent marketing and communications in senior-level planning and cross-departmental initiatives.

Brand Identity & Awareness

- Support transformative brand research and positioning through visual identity and rollout, in partnership with leadership, staff, and agency partners.
- Execute strategy to grow national awareness of the Foundation, its programs, and the needs of military and veteran caregivers among key audiences.
- Serve as the steward of the Foundation's visual identity, ensuring brand consistency across all platforms, materials, and communications.

- Oversee the creation and production of all marketing collateral, creative assets, and designed materials, directing graphic design and creative services — whether through in-house designers, freelancers, or agency partners — to deliver polished, mission-aligned work.

Website Management

- Oversee the Foundation's digital presence, including strategy, design, content management, user experience, and ongoing optimization of the website.
- Oversee website vendors, developers, and technical partners.
- Monitor web analytics and use data to continuously improve traffic, engagement, and conversion toward Foundation goals.

Paid Media & Advertising Strategy

- Develop and execute the Foundation's paid media and advertising strategy across digital, social, search, streaming, broadcast, and out-of-home channels as appropriate.
- Set campaign objectives, audience targeting, and budget allocation; oversee media planning and buying, whether managed in-house or through agency partners.
- Measure campaign performance against defined goals, report on return on investment, and adjust strategy based on results.

Cause Marketing & Corporate Partnerships

- Develop and execute cause marketing campaigns that align corporate partners' brands with the Foundation's mission and advance shared goals.
- Identify and cultivate new cause marketing opportunities with companies, brands, and retailers.
- Work cross-functionally with the Development and Communications teams to integrate cause marketing into broader fundraising and awareness strategies.
- Own the fulfillment of marketing and communications benefits outlined in partner agreements, including recognition, logo placement, social and digital content, and event visibility.

Team Leadership & Operations

- Directly supervise, mentor, and develop Marketing Director, Senior Communications Coordinator and part-time Graphic Designer.
- Identify, evaluate, and manage marketing and communications vendors, agencies, and consultants.
- Build and maintain reporting frameworks that demonstrate marketing and communications impact to internal and external stakeholders.

EDUCATION, EXPERIENCE AND SKILLS

Required

- Bachelor's degree in marketing, communications, public relations, or a related field; advanced degree a plus.
- 12-15 years of progressive marketing and communications experience, with at least 5 years in a leadership role.
- Demonstrated success managing and developing staff.
- Proven track record leading brand strategy and brand awareness campaigns.
- Experience developing and managing paid media and advertising strategies and budgets, with a record of measurable results.
- Demonstrated ability to manage high-profile partnership activations and deliver on sponsor or partner benefits.
- Experience overseeing website strategy and management, including work with CMS platforms (e.g., WordPress, Drupal) and web analytics.
- Strong graphic design sensibility with the ability to direct creative work and provide clear, constructive feedback.
- Strong analytical skills with experience using data and research to drive decisions.

- Exceptional written and verbal communication skills; ability to synthesize complex information into compelling, accessible content.
- Highly organized leader who thrives in a fast-paced environment and can manage multiple priorities simultaneously.
- Demonstrated commitment to — or knowledge of — issues affecting military families, veterans, or caregiving.

Preferred

- Experience in mission-driven organizational settings strongly preferred.
- Experience with cause-related marketing campaigns and corporate partnership activation.
- Experience aligning marketing and communications with community engagement or grassroots outreach.
- Familiarity with donated media, ad grants, and PSA distribution.
- Experience managing agency and vendor relationships and contracts.
- Proficiency with design tools (e.g., Adobe Creative Suite, Canva for Enterprise).
- Knowledge of Section 508 accessibility standards and inclusive design practices.

COMPENSATION AND BENEFITS

EDF's compensation strategy is based on equity and transparency. When determining salary offers, the candidate's directly applicable experience will be taken into consideration as well as internal equity within the range. This is a full-time position and the starting pay range is between \$125,000 and \$150,000 annually.

Benefits offered include generous company contributions towards medical insurance, company-paid dental and vision insurance, company-paid life insurance and short- and long-term disability, paid time off including paid holidays and paid parental leave. We also offer a retirement plan with an automatic company match, and the option to contribute towards a Flexible Savings Account for eligible medical, dependent care, parking and transit expenses.

Persons with mental or physical disabilities as defined by the Americans with Disabilities Act are eligible for this position as long as they can perform the essential functions of the job after reasonable accommodations are made to their known limitations. If the accommodation cannot be made because it would cause the employer undue hardship, such persons may not be eligible for this position.

The Elizabeth Dole Foundation provides equal employment opportunity to all employees and applicants for employment. We prohibit discrimination and harassment of any type without regard to race, color, genetic information, religion, creed, national origin, sex (including pregnancy, childbirth, or related medical conditions), age, marital status, citizenship status, personal appearance, sexual orientation, gender identity or expression, family responsibilities, disability status, protected veteran status, or any other characteristic protected under applicable federal, state, or local law.