



Your Life. Our Mission.

New England Life Flight, Inc.
Personnel Policies

I. POSITION: Director of Marketing and Communications

II. PRIMARY PURPOSE

Under the direction of the Chief Development Officer, the Director of Marketing and Communications will ensure cohesive positioning of Boston MedFlight brand to drive awareness, interest and philanthropic support. This is a full-time, exempt position.

III. ESSENTIAL DUTIES

- A. Create and execute a comprehensive marketing strategy to promote Boston MedFlight's brand visibility and reputation in support of corporate outreach and targeted Development/fundraising efforts.
- B. Responsible for the development of the organization's content strategy and overseeing its editorial products/publications (i.e. media, press releases).
- C. Develop and manage all print materials including annual report, annual appeals, special events and corporate/executive presentations to drive awareness and enthusiasm for the organization and its mission.
- D. Develop social media strategies which drive and enhance Boston MedFlight's presence and expand and engage the existing social media audience.
- E. Collaborate organization's external outreach efforts and messaging to ensure cohesion amongst internal departments and programs.
- F. Increase awareness of Boston MedFlight as a non-profit entity in order to support Development/fundraising efforts.
- G. Set and drive the company's media and public relations strategy in partnership with external communications firm.
- H. Collaborate with the senior leadership team to develop and implement creative marketing strategies that will support organizational needs.
- I. Conduct general market research to keep abreast of trends and competitor's marketing movements.
- J. Control budget and allocate resources amongst projects.
- K. Model compliance with the Boston MedFlight's core values at all times.
- L. Possess professional behavior and appearance at all times in representing the company outwardly.
- M. Attend and assist all Boston MedFlight sponsored events as required.
- N. Research and evaluate advertising opportunities in various mediums, recommend direction and placement; develop messaging for appropriate audiences.

IV. SKILLS AND ABILITIES

- A. BS degree in related field or equivalent relevant experience required.
- B. Five to eight years' experience managing the marketing needs and internal/external communications for an organization.
- C. Demonstrated excellence in written and oral communication.
- D. Understanding of and ability to articulate agency mission and the voice of agency leaders.
- E. Strong interpersonal skills with a proven ability to effectively persuade audiences.
- F. Ability to complete multiple tasks and high volume of work on deadline.
- G. Experience developing and managing budgets and staff.
- H. Ability to think strategically about organization's communications needs in general as well as in the context of a major fundraising campaign.
- I. Must be flexible and responsive to the urgency of a situation.
- J. Attention to detail and ability to edit and proofread.
- K. Excellent time management and organizational skills.
- L. Crisis management experience a plus.



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- M. MS Office, publication and / or graphic software, web site management experience, and social media familiarity required.
- N. Flexibility to work varied hours for events and to meet deadlines.
- O. Ability to travel to BMF sites and other locations as required.
- P. Must be able to read, speak, write and comprehend the English language without restriction.
- Q. Unrestricted travel

V. QUALIFICATIONS

- A. Massachusetts CORI and FBI background checks will be performed prior to employment.
- B. Valid driver's license required.

How to Apply:

Please visit our career center by clicking [here](#) to submit an application and résumé.

Or mail to:

Human Resource Manager
Boston MedFlight
Robins Street, Hangar 1727
Hanscom Air Force Base
Bedford, MA 01730

For More Information

Please visit our website to get more information about current job opportunities and our program.

www.bostonmedflight.org

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