



Communications Director

About Valerie's House:

Valerie's House is a non-profit organization based in Fort Myers, Florida with satellite locations in Naples, Punta Gorda, and Pensacola. Valerie's House is a special place for children and families to connect with one another and learn the tools to heal after they have experienced the death of someone they love. With peer support groups, mentoring, and family support. The mission is to help children and families work through the loss of a loved one together and go on to live fulfilling lives. Our vision is that no child will grieve alone. For more information, go to www.valereshouse.org

Position Summary:

The Communications Director will oversee all aspects of communications and social media for Valerie's House.

This position works closely with the CEO to generate public awareness and support through social platforms, public relations, digital and print media, marketing, and cause marketing.

The Communications Director must have a passion and an understanding of the impact of bereavement on children, teenagers and adults and be able to communicate that passion to others. The Communications Director must adhere to the Valerie's House Core Values.

Areas of Responsibility:

Communications

- Oversees social media messaging and strategy on all platforms, working alongside Communications Coordinator.
- Develops bi-monthly eblasts and other communication tools to keep the community engaged and abreast of Valerie's House happenings.
- Enters in all donations, creates donor thank you letters and handwritten cards and makes sure donors are communicated with when needed.
- Orders marketing supplies, business cards, brochures, and flyers.
- Creates graphic designs and content for marketing materials, flyers, internal, and external communications.

- Updates website content, linking it with social media and other external campaigns, ensuring that all information is current and accurate.
- Acts as Valerie's House's photographer and videographer to promote the mission through family stories, special events, and other promotional efforts.
- Produces monthly podcasts on a variety of grief topics.
- Identifies and develops a media contact list and network, including television, newspapers, magazines, etc., for timely press release.
- Pitches story ideas to local media and provides Valerie's House-generated content, including videos, photos, and internally generated stories, to local media outlets for publication.

Events and Public Relations

- Provides support for special events, including securing sponsorships and leading communication with event donors and volunteers.
- Secures event and meeting venues, timelines, catering and general booking details.
- Responsible for networking with community leaders and other like-minded organizations at various, breakfast, lunch, and evening events.
- Conducts tours of Valerie's House with donors and prospective volunteers, donors, and other guests.
- Attends tabling events and expos when needed.

Job Requirements:

- A Bachelor's degree in media and/or communications is required.
- Flexibility in schedule to work evenings and weekends is required.
- Must be able to use a computer to create professional documents and reports and be familiar with video equipment, including editing software.
- Must have a valid Florida Driver's License and a personal vehicle for work-related travel.
- Must have the ability to travel extensively throughout Southwest Florida.
- Must be able to lift up to 5 pounds of program supplies and office-related materials.
- The Communication's Director should have a passion and an understanding of the impact of bereavement on children, teenagers and adults and be able to communicate that passion to others.

Interested candidates please submit resume to: careers@valerieshouse.org.