JOB DESCRIPTION

**JOB TITLE: Chief Communications/Marketing Officer (1 FTE)**

**REPORTS TO: Chief Executive Officer**

**SUPERVISES: Communications Manager**

**FLSA STATUS: Exempt**

**LOCATION: Primarily Remote; Occasional travel throughout Mass. required**

**SALARY RANGE: $95,000-$110,000**

**Main Function**:

The Chief Marketing Officer (CMO) will conceptualize, plan, and execute the communication strategies and goals of the Massachusetts Council on Gaming and Health, with outcome measurements in mind. The individual in this key role will work closely with the Chief Executive Officer and the entire Executive Team. S/he will lead the design and implementation of a comprehensive communications and media strategy with an emphasis on digital marketing and campaigns, management of various brands, and generate connections through social media to the Council and its work. The CMO will have the opportunity to work as part of a team of other leaders at the organization to enhance the public’s understanding and compassion around the issues of health, risk, and associated harms related to gambling, video gaming, and cannabis.

**Specific Responsibilities**:

Plan Development and Execution

* Create and maintain an annual communications and media plan and expected outcomes to implement that will equally promote MACGH’s brand, as well as those through MGC and other projects/contracts;
* Collaborate in planning with similar entities in Northeast for regional campaigns and communications efforts;
* Align all communications efforts with contractual scope of services, deadlines, and evaluation tools;

Brand Management

* Update and manage the Council’s messaging and branding process across all communications efforts and platforms, including presentation templates and email signatures;
* Maintain brand standards and guidelines on MACGH and GameSense tone/messaging;

Digital and Print Communication: Strategy, Materials and Presence

* Utilize geofencing and behavioral tracking to design and implement efficacious digital campaigns to drive at-risk and problem players to helpful resources and action;
* Develop and implement cost-effective marketing, public relations, and outreach strategies to communicate with a range of constituencies (internally and externally) through printed and electronic materials, including the websites and landing pages, for MACGH, Institute for Consumer Health, and GameSense;
* Design, utilizing Canva and brand libraries, campaigns, presentations, and reports in venues and in community;

Social Media Engagement

* Increase and/or maintain social media presence on all current platforms; provide a steady stream of content and engagement with followers; increase breadth and depth of followers;

Content Development

* Synthesize current relevant research into materials for lay audiences, including GameSense newsletters, legislative outreach, fundraising materials, etc.
* Work with the Programs teams on all webinar, conference, workshop, and other event planning and promotion;

Earned Media

* Develop plan and relationships with reporters across Massachusetts and all states where MACGH offers services; offer occasional and relevant pitches
* Maintain database of up-to-date media contacts
* Conduct media training for appropriate staff and recovery stakeholders to be prepared to confidently speak to reporters upon request;

Administrative/Operations

* Hire and supervise Communications Manager and any related consultants/contractors;
* Manage Communications budget and all related invoices, contracts, etc.; and
* All other duties assigned by Chief Executive Officer

**Requirements:**

* 8-10 years of experience in digital marketing, print and electronic communications, and media-relations positions, including management and supervisory roles; experience working for not for profit or government strongly preferred.
* Experience creating and implementing marketing plans and demonstrated ability to create compelling written and oral communications
* Strong organizational, managerial, and research/knowledge translation skills
* Experience in Microsoft Suite, Constant Contact, Canva, and digital ad buys required
* Bachelor’s degree required; Master’s degree preferred
* Fluency in English required; second language proficiency strongly preferred

Position Competencies:

* Interpersonal skills
* Strong writing skills, effective communicator
* Priority setting, time management, ability to meet deadlines
* Initiative, self-starter
* Planning, self-organization
* Strategic thinker
* Collaborative work style

**Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands; reach with hands and arms and talk or hear. The employee must regularly lift and/or move up to 25 pounds.

**Work Environment:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

The Massachusetts Council on Gaming and Health is an equal opportunity employer. We encourage all qualified individuals to apply for positions regardless of race, color, religion, sex, sexual orientation, national origin, age, disability, or any other legally protected status.