

Marketing Director, External Relations

Spirit of America

Confidential Position Specification
2024



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The Company

About Spirit of America

For over two decades, Spirit of America has united citizens with America's troops and diplomats in a common cause: to defend freedom, strengthen the frontlines of democracy, and create opportunity for a free and better life.

We are a privately-funded 501c3 non-profit that is supported by blue chip philanthropists and many of America's most respected national security leaders. We have assisted in 106 countries and have implemented thousands of projects. Our budget has grown from \$4 million in 2020 to \$33 million in 2023. We have raised \$70 million to help Ukraine win. Our Board of Advisors includes Generals James Mattis, Joseph Dunford, H.R. McMaster, Joseph Votel, Stanley McChrystal, and Richard Clarke, Admiral Eric Olson, the Honorable Michèle Flournoy, and Ambassadors Ryan Crocker, William Taylor, and Michael McFaul.

Spirit of America represents a new capability. We are not neutral and not political. We take America's side. We have created a "whole of America" approach to national security. We connect the speed, flexibility, and entrepreneurship of America's citizens to the reach and resources of the US government and its personnel. We work alongside US troops and diplomats and fill the gaps between what is needed and what the government can do. And, we provide a way for citizens to meaningfully contribute. This connects citizens to the importance of America's role in the world and provides an antidote to hopelessness and isolationism.

From small projects to large-scale Strategic Initiatives, our work has saved lives, protected US troops, and defended freedom in the world's toughest places. Spirit of America is the only nonprofit that has an agreement with the Department of Defense that allows the US military to collaborate with us, receive and distribute assistance, and provide logistical support. We have an asymmetric impact because we build on and leverage the government's investment in presence and personnel.

We are the perfect complement to what the government can do because we are all the things government isn't: fast, flexible, entrepreneurial. We provide a venture capital capability that supports the initiative of those closest to a problem and can invest in innovative ideas in ways that the government can't.

The Opportunity



Position
Marketing Director, External Relations



Location:
Washington, DC



Reporting Relationship:
Chief Marketing Officer, Eric Hermelee



Website:
<https://www.spiritofamerica.org/>

Purpose of the Position

Spirit of America seeks an experienced Marketing Director to help lead its efforts to build awareness, thought leadership and the supporter base of the organization. This includes building relationships and creating influence with national security experts, analysts and think tanks, key opinion leaders, top reporters and journalists, and brand partners that have aligned values and missions. This role will also help manage and cultivate Spirit of America's deep advisory board and its member relations.

Key Responsibilities

- **Analyst & Think Tank Relationships** – Identify, manage, and leverage influential national security experts, analysts and think tanks as advisors, messengers, and influencers with major donors. Become integrated into their networks, research plans, publications, Op-eds, marketing channels, speaking and events opportunities.
- **Opinion Leaders & Influencers** - Identify key opinion leaders (KOLs) with audiences that align to Spirit of America's programs and audience targets. Develop earned opportunities and partnerships that harness their ability to spread our message and grow supporters through storytelling and campaigns. Includes working closely with social media and international communications team members.
- **Press, Media Relations & Coverage** – Build and nurture top media relationships. Understand media trends, set communications goals, lead story development, author pieces, manage media relations, pitches, coverage. Help capture, write, design, and pitch/publish stories that grow awareness and credibility for the organization and assistance programs. Includes utilizing freelance or agency resources as needed. Works closely with Directors of International Communications, Marketing, and International Operations team.
- **Brand Partnerships** - An emerging area, this role will identify opportunities to partner with affinity brands and organizations (ex: corporations, sports leagues, other non-profits) to grow our supporter base.
- **Analytics, Insights & Best Practices** – Responsible for researching, identifying, and translating trends among culture and global affairs into actionable opportunities; set up the tracking, measurement, and ROI of programs; provide recommendations and optimizations for future initiatives.
- **Cross-Team Collaboration** - Work across the organization including marketing, development, and international programs to coordinate and leverage partner relationships, engagements, plans and tactics.

The Candidate

Experience and Professional Qualifications

A strong candidate will have experience managing all aspects of external relations and related goals that cover analyst and industry relations, speaking and events, PR/Media news and editorial coverage, influencer and social marketing, and brand partnerships. You will want to be as comfortable walking into the Brookings Institute or the American Enterprise Institute to deliver a briefing as you are crafting a compelling editorial piece for the Wall Street Journal or MSNBC. The Marketing Director, External Relations reports to the Chief Marketing Officer and will also get to work closely with the CEO. This person will join a high-performing team that is elevating Spirit of America's brand position and expanding its supporter base at a time of increasing demand throughout the world.

- Bachelor's degree required with at least 6-8+ years of relevant professional experience in external or analyst relations, public relations or journalism, marketing and communications.
- Knowledge and expertise in national security and foreign affairs, including ability to present and lead discussions with experts and major donors.
- Experience in a combination of the following disciplines: Analyst Relations, Public Relations & Communications, Event and Speaking, Influencer Marketing, Brand Partnerships.
- Ability to work in the DC area; at least 3 days in Arlington and/or around DC for relationships and meetings.
- Ability to grow and manage a team, while hitting the ground running as a self-starter and individual contributor
- Stellar written and verbal communication, public speaking, and visual storytelling, including the ability to adapt style and voice for different audiences, outlets or institutions.
- Experience building and managing networks, organizing briefings, press events, speaking opportunities and creating earned campaigns with partners.
- Excellent organizational skills, attention to detail, and ability to work on multiple projects simultaneously.
- Ability to derive and action data-driven insights and optimizations.
- Able to work in a highly collaborative environment.
- Flexibility to work outside normal business hours with some travel, as needed.
- A genuine connection to the Spirit of America mission, including the work we do day in and day out.

Personal Attributes

The Marketing Director, External Relations will be a high-integrity, mission-driven executive that continually strives to raise awareness of Spirit of America. They can operate successfully at all levels of government and industry and treat people equally well regardless of their position or level. The Marketing Director, External Relations will have many special attributes. These are several of the most important.

Intelligent: Spirit of America's value proposition is extremely powerful. It is also unique and unfamiliar. Success in marketing requires an ability to understand complex international issues and challenges, fully grasp the unique contribution of Spirit of America, and relate both to American philanthropists. The Marketing Director, External Relations will be a very fast learner and an outlier in intelligence and intellectual curiosity.

Authentic: The Marketing Director, External Relations will be someone who builds trust and relationships easily and naturally.

Entrepreneurial. The Marketing Director, External Relations must be at home in, and energized by, an entrepreneurial organization. Spirit of America is entrepreneurial because we are growing and at an early stage of realizing our potential. We are also entrepreneurial because of the nature of what we do.

Collaborative. Every organization talks about collaboration. Collaboration is mission-critical in Spirit of America because our organization requires collaboration to be successful. Marketing must collaborate with internal and external stakeholders and continually raise awareness. Success in the role requires close collaboration with Spirit of America's executive leaders.

Key Relationships

Key Relationships, Peer and Extended:

- Director of Marketing, Donors
- Director of International Communication
- Regional Director(s), International Operations (EUROPE, APAC, AFRICA, MECA)
- Director/Manager of CRM
- All Marketing Team Members

Spirit of America Leadership

- Chief Executive Officer
- Chief Marketing Officer
- Board of Directors

Compensation

The expected salary range for the Marketing Director, External Relations rests between \$140,000 and \$200,000. Benefits include medical, dental, and vision insurance as well as a 403b contribution match of 4% and other organizational benefits.

Education

Bachelor's degree required with at least 6-8+ years of relevant professional experience in external or analyst relations, public relations or journalism, marketing and communications.

Equal Employment Opportunity Statement

Spirit of America is an equal opportunity employer. In accordance with applicable law, we prohibit discrimination against any applicant or employee based on any legally-recognized basis, including, but not limited to: veteran status, uniformed service member status, race, color, religion, sex, sexual orientation, gender identity, age (40 and over), pregnancy (including childbirth, lactation, and related medical conditions), national origin or ancestry, citizenship status, physical or mental disability, genetic information (including testing and characteristics) or any other consideration protected by federal, state or local law. Our commitment to equal opportunity employment applies to all persons involved in our operations and prohibits unlawful discrimination by any employee, including supervisors and co-workers.



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