



**EXECUTIVE DIRECTOR, STRATEGIC COMMUNICATIONS  
UNITED STATES NAVAL ACADEMY ALUMNI ASSOCIATION AND FOUNDATION  
Annapolis, Maryland**

**[United States Naval Academy Alumni Association and Foundation](#)**



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ALUMNI ASSOCIATION AND FOUNDATION**

The Aspen Leadership Group is proud to partner with the United States Naval Academy Alumni Association and Foundation in the search for an Executive Director, Strategic Communications.

The Executive Director, Strategic Communications will lead the development and implementation of a comprehensive strategic communications plan for the U.S. Naval Academy Alumni Association and Foundation. The Executive Director, Strategic Communications will lead a team of twelve communications professionals who are responsible for messaging, website management, social media, publications, campaign communications, media relations, executive communications, crisis communications, event collateral, marketing materials, external coordination and relationship building, and other communications initiatives. The Executive Director, Strategic Communications will serve as a key leader in enterprise-wide collaboration, bringing peers together and unifying their responses to the needs of the Enterprise.

The Alumni Association and Foundation is currently in the public phase of its comprehensive campaign *Called to Serve, Daring to Lead*, which has raised more than \$530 million in support of the Academy and its students. This position will play a critical role in closing the current campaign, as well as playing a key strategic role in the long-term success of the Alumni Association and Foundation by helping to build and execute the next phase of strategic communications goals and strategies to continue to deepen engagement with all constituencies.

The United States Naval Academy Alumni Association and the United States Naval Academy Foundation are two independent, not-for-profit corporations sharing a single President and CEO and operating as a fully integrated organization in support of the Naval Academy and its mission. The organization's focus and core competencies are engagement and philanthropy in pursuit of complementary and closely aligned missions.

The course set by Alumni Association founders in 1886 rings true today as its mission is to serve and support the United States, the Naval Service, the Naval Academy, and academy alumni by furthering the highest standards at the Naval Academy; seeking out, informing, encouraging, and assisting outstanding, qualified young men and women to pursue careers as officers through the Naval Academy; and initiating and sponsoring activities that will perpetuate the history, traditions, memories, and growth of the Naval Academy and bind alumni together in support of the highest ideals of command, citizenship, and the government.

## REPORTING RELATIONSHIPS

The Executive Director, Strategic Communications will report to the Vice President, Engagement and Communications, Craig Washington.

## PRIMARY RESPONSIBILITIES

### Strategic Communications

The Executive Director, Strategic Communications will

- develop and oversee the implementation of the organization's comprehensive communications plan designed to advance the mission and strategic goals of the enterprise;
- partner with staff and Yard personnel to identify opportunities and build member and donor relationships that will increase awareness and exposure for both the enterprise and the Academy;
- ensure alignment and coordination with broader Naval Academy messaging and other communications/media activities;
- lead, develop, motivate, manage, and work with a high performing team, including contractors, to meet strategic goals and business objectives while staying within budget;
- oversee multiple communications budget lines and ensure responsible stewardship of enterprise resources;
- support marketing material development, communications, and branding efforts across the enterprise in a multi-channel approach to diverse constituents (internal staff, leadership, members, donors and friends);
- support a consistent internal and external brand messaging strategy that is reflected across all programs and service areas as well as select internal marketing programs;
- serve as chief media strategist, responsible for identifying and building relationships with new and existing freelance writers, bloggers, and tech analysts to improve enterprise goals and objectives awareness;
- support Donor Relations programs, providing direction on messaging for ongoing Foundation operations;
- monitor industry issues and competitive landscape to adjust positioning and messaging as required;
- provide strategic direction to *Shipmate* magazine, the enterprise's flagship publication;
- work with key Alumni Association and Foundation staff to develop and support communications efforts of enterprise initiatives and goals including, but not limited to, outreach, membership, fundraising, electronic communications, publications;
- support the marketing and communications efforts of the Events and Marketing department as requested;
- develop and organize consistent messaging for enterprise leadership (SLT and volunteer);
- craft compelling content for all communications channels in support of the enterprise mission; and
- in support of the Alumni Association and Foundation communication effort, develop and execute strategies for Communications to be inclusive of all alumni demographics in a communications annual editorial strategy plan and execution plan.

### **Media Relations**

The Executive Director, Strategic Communications will

- serve as a knowledgeable and accessible resource for journalists and as the primary spokesperson for the enterprise; and
- collaborate with the Naval Academy Public Affairs Office and the Athletic Association's Sports Information Director on media inquiries and pitching story ideas.

### **Staff Development and Supervision**

The Executive Director, Strategic Communications will

- lead and direct the communications department as an in-house agency responsible for providing writing/editing, media relations, internal and external publications, web communications as well as strategic communications guidance for the enterprise;
- hire, manage, and lead a professional and committed communications team, manage vendors in a fiscally responsible manner, develop the enterprise communication budgets;
- develop and lead the staff in a manner that is consistent with alumni demographics;
- foster an efficient and effective working environment by coordinating the work of staff, developing processes and procedures, communicating decisions and changes, and providing consistent and measured performance feedback, mentorship, and leadership; and
- represent the Vice President, Engagement and Communications in his absence and act on his behalf.

### **Other duties**

The Executive Director, Strategic Communications will

- assist and perform Engagement Outreach efforts as required to visit Alumni volunteer groups as needed throughout the country in support of Enterprise objectives;
- contribute to the development of long-range operational and strategic planning as a member of the Senior Leadership Plus Team;
- contribute to the Alumni Association Board of Trustees as a staff representative to the various Board subcommittees;
- guide and participate in the strategic planning and fiscal execution for the enterprise; and
- perform any additional duties and responsibilities as further assigned by the Vice President, Engagement and Communications.

## **PREFERRED QUALIFICATIONS**

The United States Naval Academy Alumni Association and Foundation seeks an Executive Director, Strategic Communications with

- the ability to articulate commitment to and passion for the mission of the Alumni Association, Foundation and the Naval Academy;
- exceptional interpersonal communication and writing skills;
- strong, collaborative leadership and management experience that can be applied effectively in a mature, but growing organization;
- strong budget development and management skills and experience; and
- the ability to travel in support of Engagement Outreach activity.

A bachelor's degree is required for this position as is at least ten years of experience working in communications, public relations or external affairs roles including promotion of membership and

fundraising initiatives for higher education, nonprofit institutions or membership organizations. A master's degree in communications, public relations, public policy or similar is preferred.

**Consistent with the United States Naval Academy's commitment to careers of naval service and the highest responsibilities of command, citizenship, and government, the Alumni Association and Foundation encourage applications from US Naval Academy Graduates and other veterans meeting qualifications for the position, especially those with a record of consistent volunteer engagement with USNA Alumni Association or Foundation or in support of USNA.**

### **DIVERSITY, EQUITY, AND INCLUSION**

The United States Naval Academy Alumni Association and Foundation is 100% committed to treating all with dignity and respect, and affording equal opportunity to everyone to reach their full potential without regard to race, color, religion, gender, disability, age, national origin, sexual orientation, gender identity and expression, veteran status, military status, or any other status protected by law.

Its values set it apart from other organizations. It attracts people who are looking for a working environment where initiative and integrity prevail. It expects that certain principles will always be present in its relationships with its employees, members, and suppliers. These principles are

- **Integrity** and honesty;
- **Respect** for all;
- **Service**—customer focus;
- **Excellence** in execution;
- **Teamwork** and individual responsibility.

### **SALARY & BENEFITS**

The United States Naval Academy Alumni Association and Foundation offers a competitive salary commensurate with experience. The Alumni Association and Foundation offers a generous benefits plan which includes medical, dental, vision, an FSA, an HSA, a fully-vested 403(b) retirement plan with employer matching, 22 days of accrued paid time off (PTO) per fiscal year, 13 paid holidays per calendar year, group life insurance, short-term and long-term disability, identity theft protection, and annual opportunities for professional development.

### **LOCATION**

This position is based in historic Annapolis, Maryland near the U.S. Naval Academy. In 2022, the staff of the Alumni Association and Foundation will move into new modern offices in a to-be-constructed *Alumni Center*, which is being built on the banks of College Creek overlooking the Naval Academy and downtown Annapolis.

## APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letter should be responsive to the mission of the United States Naval Academy Alumni Association and Foundation.*** Review of applications will begin immediately, and will continue until the successful candidate has been selected.

*To apply for this position, visit:*

[Executive Director, Strategic Communications, United States Naval Academy Alumni Association and Foundation.](#)

*To nominate a candidate, please contact Susan Faraone ([susanfaraone@aspenleadershipgroup.com](mailto:susanfaraone@aspenleadershipgroup.com)) or Ashley Buderus ([ashleybuderus@aspenleadershipgroup.com](mailto:ashleybuderus@aspenleadershipgroup.com)).*

*All inquiries will be held in confidence.*