

# Program and Marketing Director



The Cause Program and Marketing Director manages four main programs, ten onsite coordinators, and over one hundred volunteers, massage therapists, and Reiki practitioners at military installations and hospitals nationwide and in Landstuhl, Germany. The Program Director works closely with the Executive Director to ensure proper program implementation, complying with applicable laws, military regulations, and industry guidelines. Required daily work relationships include those with contractors, volunteers, sponsors, vendors, partners and military installation leadership to ensure all Cause programs are well executed and delivered to the highest standard.

- The position requires exceptional organizational and time management skills, mastery of social media tools, and experience managing volunteers.
- This is a part time position (25-35 hours per week) with flexible hours and some work from home opportunity; however, some evening and weekend hours are required for program visits and volunteer coordination.
- Office location is Arlington, VA and access to personal transportation is necessary.
- The position may require travel to nearby military installations for programs, meetings and other special events.

## Program Support

- Provide occasional onsite program supervision at local locations (Fort Belvoir, Walter Reed National Medical Military Center at Bethesda)
- Provide remote program supervision for all other locations
- Create and maintain program checklists, procedures, policies, and metrics
- Track program supplies and inventory; coordinate purchasing with coordinators
- Recruit and train new onsite program coordinators as necessary
- Collect required documentation for proof of employment from all contractors and track expiration dates, including insurance riders, W9s, licenses, certifications, and base access forms
- Process monthly invoices for payment
- Maintain annual event calendar and send out monthly e-newsletter updates
- Interact with coordinators and military/base leadership at all locations on a regular basis
- Solicit monthly feedback
- Attend local events, programs, and fundraisers as required

## Organization Support

- Assist with managing office supplies and inventory
- Provide program and volunteer metrics and information for grant reporting as requested by Executive Director
- Gather all relevant information for yearly CFC report and IRS 990 filing
- In coordination with Executive Director, serve as Cause liaison at community events

- Identify opportunities to spread awareness about Cause and its programs
- Maintain and update relevant Policies and Procedures with regard to programs
- Provide information and perform occasional briefings for the Board of Directors
- Assist with volunteer management at special event and fundraising activities

### **Volunteer Management**

- Recruit new volunteers and assign to programs
- Conduct volunteer orientations, maintain detailed volunteer records and manage recognition activities
- Organize quarterly volunteer appreciation mailings and Newsletter
- Plan annual Volunteer recognition and social events

### **Communications and Social Media**

- Solicit and disseminate information on all programs and events throughout the Cause network via electronic and print newsletter, bulletins, Facebook, Twitter and other avenues
- Update program information on website
- Collect and post information, photos, and stories, on Facebook, Twitter, and Dropbox
- Assist Executive Director in the development and implementation of a marketing plan for Cause and our program activities
- Assist with the development of multi-media presentations
- Prepare Press Releases on Program activities as needed

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***If interested, please send cover letter and resume to [info@cause-usa.org](mailto:info@cause-usa.org) with "Program and Marketing Director" in the subject line.***