Job Title | Communications Director, BrainFutures
Reports To | Senior Director, BrainFutures

The BrainFutures Story
BrainFutures is a national nonprofit that advances the practical applications of promising brain health interventions and expands access to treatments and technologies. We overcome barriers to access and inspire institutional action by working with subject matter experts to conduct research, engage in advocacy, and execute high-leverage projects. Recent projects include a guide to youth executive function interventions and a series of issue briefs on psychedelic-assisted therapy.

The Opportunity
BrainFutures is searching for a Director of Communications to join our small but prolific team. You will shape and amplify BrainFutures’ message and develop robust pipelines for distributing high-quality content. We are searching for a thought partner, innovator, and limit-pusher who can help this growing organization come into its own as an influential voice in the brain health field.

Duties and Responsibilities

Strategic Communications
You will work with leadership to build a big-picture strategy for BrainFutures’ communications from the ground up and hold the organization accountable to its long-term communications goals. You will oversee and maintain the organization’s voice and understand how best to raise our profile in a busy content marketplace.

- Collaborate with staff and partners on organizational strategy and messaging.
- Maintain in-depth knowledge of BrainFutures’ work, including strategy, objectives, and landscape of the field.
- Develop, oversee, and continually improve an annual strategic communications plan.
- Implement creative strategies that facilitate two-way communication with our audiences.
- Take the lead on refining BrainFutures’ brand, including look and feel, tone, and style.

Storytelling
You know how to tell stories that drive engagement from a diverse set of audiences. You have a finger on the pulse of marketing and content trends, and you excel at leading a range of workflows that amplify the voice of our fast-moving organization.

- Develop a cohesive collection of marketing materials, including web content, email, social media, and video content.
- Lead the process to launch a new website by diving deep into BrainFutures’ needs and managing external vendors throughout the process from ideation to execution.
- Work with staff and/or contractors to keep BrainFutures’ website fresh and relevant.
- Work with staff and/or contractors to set and achieve targets for social media engagement; oversee content creation, ad spending, and influencer partnerships.
- Collaborate with BrainFutures leadership and advisors to tell a compelling story about our brand to funders and partners.

Public Relations
You’re always on the hunt for the right opportunities to share engaging stories about our impact and establish BrainFutures staff and advisors as thought leaders in the field of brain health.
• Liaise with press and act as spokesperson for the organization or prep staff and advisors for media appearances.
• Write and edit institutional messaging including press releases, presentations, talking points, and other collateral.
• Develop robust relationships with contacts at trade, academic, and general media organizations.
• Create and maintain content partnerships with aligned organizations.
• Manage an external contractor to develop and lead a public relations strategy.

Qualifications
• Proven track record of amplifying an organization’s reach and impact using a mix of tried-and-true and innovative approaches.
• Experience with multimedia storytelling including copywriting, social, video, podcasts and more.
• Digital-first mindset; early-adopter and problem solver for digital platforms; comfortable trying new digital tools and adapting to process improvements.
• Passion for science, brain health, mental health, and promoting equitable access to new technologies.
• Exceptional communication and influencing skills.
• Attention to detail and ability to handle and prioritize simultaneous projects.
• Experience working successfully with remote teams in multiple time zones.
• 8+ years of experience in editorial, digital marketing, and/or social.
• Preference for experience working with government agencies at the federal and state level and/or advocacy coalitions.
• Degree in communications or related field a plus.

Position Classification
Full time, exempt and benefits. Benefits include vacation, sick, personal, and holidays, life insurance, short-term and long-term disability, 403(b) retirement plan, medical, dental and vision insurance, and health savings account.

General Conditions
• Monday through Friday 8:30am to 5pm
• Prolonged periods sitting at a desk and working on a computer
• Evening and weekend work will occasionally be required
• Reliable transportation
• Must be able to lift-up to 25 pounds at times

Travel Requirement
Occasional travel will be required.

Location
Onsite offices are located in Lutherville, MD. However, our team is fully remote and candidates based anywhere in the United States with reliable internet will be considered.

How to Apply
Send a writing sample, cover letter noting your interest with salary requirements, and resume to jobs@mhamd.org.

MHAMD is an Equal Opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, age, national origin, disability, protected veteran status, gender identity or any other factor protected by applicable federal, state, or local laws.