



Senior Director of Communications

Job Description

Who is Stroke Onward?

Stroke Onward is dedicated to catalyzing systems change by ensuring a comprehensive stroke care system that addresses not only physical rehabilitation, but also the equally vital emotional journey of rebuilding identity in recovery. Co-founded by stroke survivor and Stanford professor Debra Meyerson, and her spouse / carepartner and social entrepreneur Steve Zuckerman, Stroke Onward (SO) aims to ensure that every life that has been impacted by stroke has the resources and support to reclaim a rewarding life of meaning, purpose, and pleasure.

The Team

Stroke Onward is seeking a mission-driven, entrepreneurial communications strategist who is well rounded in the disciplines of **brand development** (driving awareness), **marketing** (driving stakeholders to take action), **reputation management** (fostering positive perceptions of your organization and cause), **public relations** (finding new ways to disseminate information), and **fundraising** (compelling donors and funders to give).

Reporting to the CEO, the Senior Director of Communications will work with the CEO, COO/ Director of Partnerships, Director of Education, and the rest of the team to develop a comms strategy with short and long term goals for grounding the organization in language and assets, bolster programmatic growth, extend reach, and support efforts to expand fundraising.

The Role

In this role, you will set the strategy and take the lead shaping and building Stroke Onward's external voice and presence. This will include cultivating relationships with potential partners, media, funders, and collaborators. You will work in concert with the existing SO leadership team, the organization's co-founders, and the board of directors to shape our work and deepen our impact.

What We Need Right Now:

1. Create, solidify, and manage messages that give voice to SO purpose, mission, vision, and values (align across the organization)
2. Assist in the building of collateral - website, speaking decks, sponsorship packages, fundraising asks, social media etc.
3. Create timely and engaging content that is optimized for whatever platform on which it will be published
4. Build an overall communications strategy which could include a narrative campaign, social media, website redesign, marketing and advertising
5. Develop a media toolkit which can include press releases, media advisories, public service announcements, and blog posts



6. Monitor the brand reputation and discussions relating to the organization in media spaces while being able to respond to audiences on time
7. Manage consultants and team members as necessary

An approximate breakdown of the role is as follows:

Overall Responsibilities:

- **(20%) Set the Strategy** by creating a full communications plan with goals and benchmarks that align with the organization's goals and objectives
- **(30%) Build, Design, Manage Content** by creating an asset library, publishing brand-enhancing or informational content that drive stakeholders to take action, engage with stakeholders in an authentic, meaningful way
- **(30%) Guide and steward existing projects** website, social media, newsletter, annual report, SO Resource Hub, SO Toolkits, Speakers Series
- **(20%) Manage Reputation and Relationships** by engaging with stakeholders in an authentic, meaningful way; fostering relationships with external partners and members of the media, serve as a voice of the organization

We're Looking For

- A strong strategic thinker who is action oriented, with demonstrated experience in the building of a full communications department within social impact and/or a relevant field
- A clear passion for developing content about Stroke Onward's mission with multiple audiences
- Comfort with using the latest AI tools to ensure that content reaches the widest possible global audience
- Familiarity with analytic tools to measure the impact of different communications efforts
- Strong verbal and written communications – capable of producing clear and engaging content and collateral for a variety of audiences
- A deep listener, able to continuously integrate what we're hearing and learning into compelling communications
- Service and relationship orientation, with a knack for building trusting relationships – demonstrating curiosity, empathy, care & candor
- Strong analytical and problem-solving skills
- The ability and desire to work in a team environment but also feel confident working independently
- Strong attention to detail and ability to work with a high level of accuracy
- Motivation to advance equity and justice across a wide spectrum of communities and contexts
- Self-awareness, receptiveness to growing through feedback, and accountability to one's own behaviors and impact
- Clear connection and/or passion for our work



Given the speed at which the communications field is changing means that the right person for this position will have a robust curiosity and a hunger to keep learning.

This is not an exhaustive list, so if you see your skills and interests reflected in this job description, please err on the side of applying!

The Pay

Stroke Onward values pay transparency to enable jobseekers to make informed and empowered choices with their time and effort. The salary range associated with a Senior Director position is \$100,000 - \$120,000, with full participation in our benefits, including medical, dental, vision, short and long term disability coverage, 401k contribution, vacation and holiday paid time off. A Total Rewards Statement will be provided for you as part of the interview process.

Wondering where you might land within this range? The exact salary for a role will ultimately depend on many factors, including: peer data within our organization, level of specialization required in the role, a candidate's level of direct and relevant experience, among others. During your interview process, we will discuss level and salary with you, to help you better understand how we make equitable pay and level decisions at Stroke Onward.

The When & Where

- **Working Hours:** This is a full time, senior-level role, requiring 40 hours/week, and often more as the job requires. The role is fully remote, and can be fulfilled from anywhere in the contiguous U.S. Members of the team - employees, co-founders, and board of directors, live in all different locations and time zones in this country. While 9am-5pm are considered normal working hours, team members adjust their schedules as necessary.
- **Travel:** You will be required to travel 3x a year for team gatherings, at SO's expense. It is very possible that some additional travel will be required to meet with partners, vendors, and attend events at various locations around the U.S. and abroad as needed. We anticipate this could require up to 1 week of travel per quarter.

The Application Requirements

If you see yourself and your skillset in any of the above, please apply. Studies tell us that a confidence gap and imposter syndrome can prevent women, people of color, and those with disabilities from applying unless they meet every single qualification. If your experience doesn't perfectly match the job description, but the role and mission of our organization is compelling to you, apply anyway. You just might be a great candidate for this role or others.

In order to be considered for the role, please submit a resume, samples from your communications portfolio (links within resume or attachments), and a cover letter or video sharing more about your interest in Stroke Onward and in the role. We look forward to hearing from you. If you need accommodations for application, please reach out to hire@strokeonward.org.



What You Can Expect from Us

- A diverse team that is passionate about advancing our mission to ensure that the systems of care effectively support every life that has been impacted by stroke. Our focus is specifically on the often overlooked emotional journey to rebuild identity and a rewarding life of meaning, purpose, and pleasure
- Co-founders and a board of directors fully committed to a professionally run, entrepreneurial and growth-focused nonprofit
- A team of collaborators with a healthy understanding of prudent risk
- A culture of learning and inspiration to collectively develop ourselves and our work

Commitment to Diversity

At Stroke Onward, all are welcome within our virtual space and in person gatherings and events, and we will actively work with individuals to accommodate needs. We are committed to taking the actions necessary to ensure equal employment opportunities in accordance with all applicable federal, state, and local laws.

In order to live out our principles, we may require team members to participate in training, such as anti-racism, gender bias, and or disability justice, so that there is a shared knowledge and understanding of how to be a productive member of an inclusive community. In particular, SO strives to honor the lived experience of stroke on our professional team and extended community.

To Apply

Please submit your application to hire@strokeonward.org. Applications will be reviewed on a rolling basis.

Thank you.