



GOODWIN HOUSE

Goodwin House is a highly regarded, nonprofit, mission-driven organization committed to serving older adults through continuing care retirement/life plan communities and beyond traditional walls. We are well-known in our industry for being a forward-thinking and progressive organization; and, as part of our growth strategy, we are seeking candidates for an exciting new position--Chief Strategy and Marketing Officer (CSMO). We are looking for candidates with a superior executive-level presence, significant experience defining and implementing strategic plans, and the ability to work within an executive team to drive action and achieve organizational goals.

The successful candidate will serve as the organization's strategic leader, working in close partnership with the CEO, the governing board, and the executive team to develop and execute strategic initiatives that expand the places and ways we serve older adults. The CSMO will also provide leadership for our branding, communications, marketing, and sales activities.

Specific responsibilities include: driving the strategic agenda; planning and executing strategic initiatives; assessing strategic opportunities; overseeing brand management; leading sales and marketing activities; conducting market research; managing media relations; and overseeing web presence, digital assets, and social media.

The successful candidate will direct the efforts of our communications, marketing, and sales staff; and will collaborate with internal and external stakeholders to maintain current success and drive future innovation with measurable outcomes. The CSMO will serve as consultant and business partner to senior leaders in the organization, to subsidiary boards, and to affiliate organizations by providing strategy, marketing, and communications guidance.

Qualifications:

- Demonstrated leadership in marketing, communications, and organizational strategy, with at least 10 years of progressive professional leadership experience.
- Established history of adapting business and marketing strategies based on a changing landscape.
- Demonstrated ability to lead organizational transformation and realize the organization's evolving vision and strategy.
- Demonstrated ability to build consensus, manage relationships, and decisively solve problems; commitment to working with shared leadership in cross-functional teams.
- Strong creative, strategic, analytical, and organizational skills.
- Deep digital marketing and engagement experience.
- Excellent oral and written communications skills.
- Experience developing and managing budgets.
- Experience hiring, training, developing, supervising, and appraising staff.
- A Bachelor's degree in marketing, communications, or a related field is required; Master's degree preferred.

About Goodwin House:

Goodwin House is an independent, mission-driven, nonprofit organization with regional reach and influence. Since our beginning in 1967, we've invested continually in our staff, our residents and persons served, our communities, our programs and our services. Our commitment to progress has led us to become what we are today and drives us to build for tomorrow. We operate two state-of-the-art facilities that provide independence, security, and top-notch care to more than 1,000 residents.

In 2014, we launched Goodwin House at Home, the only community-based continuing care program in the metro DC area that extends the benefits of a CCRC / life plan community to individuals who wish to age in place, in the comfort and familiarity of home. Our hospice program has served Goodwin House residents since 1998, and in 2016 expanded to serve individuals aged 18+ throughout Northern Virginia. Our home care service presently provides personal care assistance to Goodwin House residents, with aspirations of going beyond our walls. We also oversee a charitable foundation and numerous community-based, collaborative activities; and we provide leadership and management services to other retirement homes.

The Goodwin House mission is to support, honor and uplift the lives of older adults and those who care for them.

Please forward resume and cover letter to: fcasey@goodwinhouse.org

EOE