

## **National Marriage Week USA Executive Director Job Description**

### Vision

To be the national voice proclaiming that marriage is worth it.

### Mission

National Marriage Week is the only national public education campaign and online clearinghouse that mobilizes individuals and organizations to strengthen marriages, which research demonstrates leads to greater wealth, health, longevity and happiness, and provides the best outcomes for raising children and reducing poverty.

### About National Marriage Week

Since 2010, National Marriage Week has served as the only national campaign for marriage as well as a clearinghouse for marriage-strengthening resources, and a yearly reminder that marriage is vital to a healthy society. It provides the public voice and annual springboard to unite all marriage-strengthening efforts in the United States. We can multiply the impact of research institutions, membership groups, and marriage curricula through our public education campaigns and policy initiatives. National Marriage Week offers initiatives that no other organization does, offering a yearly reminder that:

- Encourages those who have good marriages;
- Provides resources to marriages which are in trouble;
- Offers hope that marriages can be turned around; and
- Promotes evidence-based social science that marriage is a way out of poverty and is a critical factor to help children thrive.

### The Executive Director Role

The primary role of the Executive Director is to inspire healthy marriages and highlight resources on marriage that can help people to live longer, healthier, financially more rewarding and happier lives. It is also to be the face of the National Marriage Week USA campaign, direct measurable campaign efforts, and raise the necessary funds to support the operation and growth of National Marriage Week USA's mission.

Responsibilities include:

- Raise funds to maintain and grow National Marriage Week USA so that it becomes a household name
- Build relationships and partnership with leaders of marriage organizations, churches, denominations, and businesses who care about marriage and poverty
- Lead and supervise the communication, earned media, and digital marketing plan

- Be skilled as the NMW spokesperson for radio and TV
- Build networks of NMW participants who will enhance and multiply the effect and presence of National Marriage Week USA and its goals
- Travel to conferences and events to promote NMW
- Fulfill the goals and strategies outlined in the NMW Business Plan
- Build and maintain relationships with leading donors and foundations

This role does not need to be full time, and can be based in the city of the candidate's choice. It will require occasional travel within the U.S. and the ideal candidate views the flexible hours and location as a positive rather than a negative to this position. Compensation will be commensurate experience plus increases for appropriate incentives.

Please send resume and cover letter to:

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