



Lambda Legal
lambdalegal.org

Role: Chief Marketing & Communications Officer
Location: NYC or DC strongly preferred
Salary: \$250,000-\$275,000

the organization

Lambda Legal is the oldest and largest national legal organization whose sole mission is to achieve full recognition of the civil rights of LGBTQ+ people and everyone living with HIV through impact litigation, public education, and policy work. Since 1973, Lambda Legal has won landmark victories, from establishing the first legal protections for those living with HIV to the abolition of laws criminalizing same-sex relationships and the win for marriage equality.

Today, LGBTQ+ rights are under intensive threat across the nation. To meet this moment, Lambda Legal is activating every lever at its disposal. Headquartered in NYC with five regional offices and a staff of 120, the organization remains a non-governmental, donor-funded powerhouse dedicated to protecting the most vulnerable in our community.

opportunity for impact

Lambda Legal is searching for a transformational senior executive to serve as the organization's inaugural Chief Marketing and Communications Officer (CMCO). The CMCO will lead the merger of Marketing and Communications into a unified, high-performing department. This is a pivotal role designed for a strategic thinker who can lead, develop, and support a best-in-class, integrated department.

The CMCO is a member of the Executive Team and the head of one of Lambda Legal's four departments (alongside Development, Finance & Operations, and Legal). This role oversees the organization's internal and external brand, messaging, and marketing strategies. It ensures that all communications consistently reflect the mission, values, and impact of the organization while building trust with key stakeholders—including donors, partners, beneficiaries, and the broader community.

The ideal candidate will be a strategic thinker and experienced people leader who will develop and implement an integrated marketing and communications plan that includes: clear identification of key audiences Lambda Legal must reach to be successful; a multi-channel strategy to reach and motivate them; and a messaging map that moves potential new donors and supporters to support Lambda Legal, our work, and our mission. This plan will have clearly defined objectives, benchmarks, and timelines that are rigorously measured and periodically revisited and adjusted.

Overseeing a total team of approximately 14 staff, the CMCO will be responsible for increasing the productivity and effectiveness of the department by allocating resources to achieve the greatest return and aligning each individual's role and skillset with the strategic priorities of the department, as set by the organization's

strategic plan and the department's integrated strategic communications and marketing plan.

key responsibilities

Strategic Vision & Leadership

- Build and lead teams to execute a comprehensive multi-year strategic marketing and communications plan with clear objectives, messaging maps, and rigorous benchmarks.
- Serve as a member of the Executive Team, reporting to CEO Kevin Jennings, and partner effectively with the Board of Directors and other department heads (Legal, Development, Finance & Operations).
- Safeguard and elevate Lambda Legal's brand, creating a compelling pitch for the organization that builds trust with donors, partners, and the broader community, and driving a team towards execution of that brand strategy.

Marketing & Communications Leadership

- Lead the Marketing & Communications team to execute an integrated marketing and communications vision that aligns with organizational priorities, strengthening visibility, donor engagement, and long-term impact.
- Oversees multi-channel marketing strategy and capabilities to expand reach, deepen audience engagement, and support large-scale growth across fundraising, advocacy, and programs.
- Safeguards and elevates the organization's brand, ensuring consistent, mission-driven positioning that builds trust and credibility with key audiences.
- Direct the creation and execution of a sophisticated, data-driven marketing machine that leverages analytics to optimize impact and reach new generations of philanthropists.
- Oversee digital strategy, social media and creative production to elevate the mission through powerful, mission-driven storytelling.
- Directs external and internal communications, including media and crisis strategy, to protect and enhance organizational reputation and influence.

Operational & Team Leadership

- Foster a collaborative, high-performing culture that drives alignment, adaptability, and shared success.
- Establish the infrastructure, systems, and culture necessary to manage a racially- and gender-diverse and geographically distributed team of 14+ professionals.
- Oversee the department budget and performance frameworks, ensuring the responsible use of resources to achieve the greatest return on investment.

key qualifications

- Bachelor's degree in marketing, communications, public relations, or a related field required; equivalent professional experience considered in lieu of a degree. Advanced degree preferred.
- 15+ years of senior-level or executive leadership experience with a demonstrated track record of leading high-performing marketing and communications functions, preferably within legal, nonprofit, advocacy, and/or social justice environments.
- Proven success leading organizational transformation, including building or restructuring functions, workforce planning, team design, and operational change management.
- Extensive experience leading integrated, multi-channel communications and marketing strategies that strengthen organizational voice, elevate brand, and drive measurable growth in engagement, fundraising, visibility, and impact.
- Demonstrated expertise in leading large-scale campaigns and strategic initiatives across earned, owned, digital, and stakeholder channels.
- Strong data fluency, including experience directing teams that leverage marketing technology, analytics, and performance metrics to inform strategy, evaluate effectiveness, and drive continuous improvement aligned with organizational goals.
- Experience leading organizations through complex high-stakes environments, including crisis communications, reputation management, and sensitive public-facing issues.
- Deep commitment to diversity, equity, inclusion, and belonging (DEIB), with experience leading diverse teams and embedding equity-centered practices into communications, culture, and organizational strategy.

personal characteristics

- Deep personal passion for Lambda Legal's mission; track record as a bold, ambitious advocate for LGBTQ+ equality and people living with HIV.
- Strong commitment to Lambda Legal's [organizational values and DEIB philosophy](#).
- High emotional intelligence, exceptional presentation skills, and strong project management skills with accountability/attention to detail.
- Thrives in a dynamic, fast-paced environment; comfortable leading through ambiguity and evolving organizational landscapes.
- Balances long-term vision with short-term execution.
- Seasoned team player skilled at building trust, navigating conflict, and understanding the needs of diverse internal and external stakeholders

***Interested candidates should submit their resumes to
CareerApplication@truesearch.com***