CENTER FOR HEALTH AND GENDER EQUITY
Job Description
March 2015

TITLE: Communications Associate
REPORTS TO: Director of External Affairs
CLASSIFICATION: Exempt/Salaried

MISSION:
CHANGE’s mission is to promote the sexual and reproductive health and human rights of women and girls globally by shaping the development and implementation of U.S policies.

PHILOSOPHY:
CHANGE believes that every individual has the right to the basic information, technologies, and services they need to enjoy a healthy and safe sexual and reproductive life free from coercion and preventable illness. CHANGE envisions a world where sexual and reproductive health and rights are universally recognized and sexual and reproductive health care is accessible and available to all.

POSITION SUMMARY:
The Communications Associate will play an important role at the Center for Health and Gender Equity (CHANGE), supporting and assisting the Director of External Affairs, and other staff as designated, with managing and building our social media presence, website management, traditional media support, creating online and print materials, and overall outreach and messaging support. The Communications Associate will work with all relevant staff on the production of high-quality publications and other materials that position CHANGE as a key source of analysis on sexual and reproductive health and rights and U.S. foreign policy and assistance.

PRIMARY RESPONSIBILITIES:
- Maintain and expand CHANGE’s online presence via our website, social media, blogs, and email communications
- Manage Facebook and Twitter accounts and build target audiences
- Monitor internal and external social media channels, track social media activity, create social media outreach plans
- Maintain CHANGE website with updated material and help improve its appearance and navigability
- Work with CHANGE staff on the creation and development of online and print materials including fact sheets, reports, and graphics and other materials optimized for Twitter and Facebook
- Maintain organizational databases including email list, donor files, and traditional media lists
- Work with Policy and Outreach Associate on online advocacy efforts including writing and disseminating weekly and targeted advocacy and fundraising emails
- Monitor media about CHANGE and key issues and manage daily news clips collection and dissemination
• Support Director of External Affairs in traditional media outreach including crafting media advisories and news releases, creating media press lists, and making pitch calls to reporters
• Work with Director of External Affairs to maintain CHANGE’s editorial calendar
• Support Director of External Affairs with implementation of individual donor outreach and strategy

POSITION REQUIREMENTS:
• Exceptional research, writing, and editing skills. Ability to write for a variety of audiences, both online and offline
• Experience using social media for marketing, communications, and fundraising purposes
• Proficient with Microsoft Office Suite, Excel, Photoshop, video editing software, fundraising software, and content management systems.
• Experience working with reporters
• Strong ability to write under tight deadlines or under pressure
• Strong ability to set goals proactively, identify intermediate objectives, recognize the resources necessary to achieve those goals and objectives, and to meet deadlines
• Excellent attention to detail and ability to manage multiple projects at once.
• Ability to function in fast-paced, demanding environment
• Broad working knowledge of sexual and reproductive health and rights issues, including HIV and AIDS, and human rights issues helpful
• A demonstrated commitment to women’s rights and public health and a strong commitment to the organization’s mission and to high-level performance are essential.

EDUCATION/EXPERIENCE:
• Bachelor’s degree in communications, journalism, or relevant field
• 1-3 years’ experience in communications/public relations (Hill or non-profit experience helpful)

SALARY & BENEFITS:
CHANGE offers competitive salary and an exceptional benefits package.

How to apply: Please send a cover letter including a summary of relevant past experience and qualifications for and interest in this position, current résumé, one analytical writing sample and one press release, and three references. No phone calls please!

Send application materials to careers@genderhealth.org (please put “Communications Associate” in subject line), or mail to:

Human Resources
Center for Health and Gender Equity
1317 F Street, NW, Suite 400
Washington, D.C. 20004

The Center for Health and Gender Equity is an equal opportunity employer.

To learn more about CHANGE, please visit www.genderhealth.org.