



CENTER FOR HEALTH AND GENDER EQUITY
Job Posting
July 2019

Title: Communications Manager
Reports to: President
Classification: Exempt/Salaried

Mission:

CHANGE's mission is to promote sexual and reproductive health and rights as a means to achieve gender equality and empowerment of all women and girls by shaping public discourse, elevating women's voices, and influencing the U.S. government.

Founded in 1994, CHANGE breaks barriers to sexual and reproductive health and rights (SRHR) for women and girls, and others who face stigma and discrimination. The cornerstone of CHANGE's ability to accomplish its goals is by shaping discourse and recognizing the role that a robust and strategic communications operation plays in influencing key audiences including the media, opinion leaders, policy makers, colleague organizations, and foundations. This means integrating communications within every phase of policy advocacy development from conception to implementation. The Communications Manager will deepen and increase our communications capacity and will develop new and innovative strategies to strengthen our policy advocacy and efforts to influence public discourse around CHANGE's programmatic priorities.

Position Summary: CHANGE seeks a dynamic Communications Manager to help achieve our ambitious communications goals, elevate our organizational brand, and grow our online network of supporters. The Communications Manager will be responsible for managing and building our social media and email presence, managing our website, providing traditional media support, event planning, creating online and print materials, and overall messaging support. The Communications Manager will work closely with CHANGE media consultants and relevant staff, including policy, research and development.

Primary Responsibilities:

- Maintain and expand CHANGE's online presence via our website, social media, blogs, and email communications.
- Lead CHANGE's digital portfolio, including: drafting content and graphics for our social media accounts; managing the website and email marketing program; overseeing metrics reporting and analytics; and brainstorming and implementing strategic digital campaigns, including paid advertising.
- Work closely with the President and staff across the organization to develop, lead, and execute an internal and external communications strategy and editorial calendar that increases the awareness of CHANGE's work, achieves sustained growth revenue, and inspires community members to take action on behalf of CHANGE initiatives.

- Manage vendor relationships, including with designers, printers, writers/copyeditors, photographers, and event management staff.
- Support organizational efforts to ensure timely preparation of high quality communications materials including but not limited to press releases, op-eds, fact sheets, website content, blog posts, white papers, speeches, and talking points. Work with staff on research and analysis using a variety of resources to develop appropriate messages and products.
- Maintain organizational databases, including email list, donor files, and traditional media lists.
- Partner with development staff to support individual giving efforts, including developing strategy and materials for Giving Tuesday; planning and implementing CHANGE's annual fundraising event, Art and Advocacy; and identifying fundraising opportunities.
- Hire, onboard, and manage Communications Intern.

Position Requirements:

- Demonstrated ability to synthesize complex information and present in clear and concise, readable manner for a variety of audiences.
- Proven track record using social media for marketing, communications, and fundraising purposes.
- Proficient with Excel, Photoshop, Pagemaker, video editing software, graphic design software, and content management systems.
- Experience using CRMs, preferably EveryAction.
- Strong ability to copy edit under tight deadlines or under pressure.
- Strong ability to set goals proactively and meet established deadlines.
- Excellent attention to detail and ability to manage multiple projects at once.
- Ability to function in fast-paced, high-producing communications department.
- 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.
- Broad working knowledge of sexual and reproductive health and rights issues, including HIV and AIDS, human rights, U.S. and global policy issues helpful but not required.
- Strong commitment to diversity, equity and inclusion.

Education/Experience:

- Bachelor's degree in English, communications, journalism, or relevant field
- At least 3-5 years experience in communications/public relations post graduation (Capitol Hill, non-profit, or agency experience helpful)

Salary and benefits:

Salary range \$55,000 - \$65,000 with an exceptional benefits package

How to apply: Please send a cover letter including a summary of relevant experience and qualifications for and interest in this position, current résumé, two writing samples and three references by no later than August 20, 2019. **No phone calls please!**

Send application materials to careers@genderhealth.org (Please put "Communications Manager" in subject line), or mail to:

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

CHANGE provides equal employment opportunities without regard to race, ancestry, citizenship, color, gender, gender identity, gender expression, age, national origin, sexual orientation, marital status, disability or any other protected group.

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