

CENTER FOR HEALTH AND GENDER EQUITY

Job Description

September 2016

TITLE: Senior Communications Associate
REPORTS TO: Vice President of External Affairs
CLASSIFICATION: Exempt/Salaried

MISSION:

This mission of CHANGE 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 United States Government.

SUMMARY: Founded in 1994, CHANGE has established itself as a leading voice for the health and rights of women and girls globally. 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. Having recently launched a new strategic vision for the organization, CHANGE seeks a dynamic Senior Communications Associate to help achieve its ambitious communications goals, elevate the organizational brand, and grow our online network of supporters. The Senior Communications Associate 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 Senior Communications Associate will manage the Communications Intern and will work closely with relevant staff, including policy and research.

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
- Track social media activity, create social media outreach plans
- Maintain CHANGE's website with updated materials, help improve appearance and navigability
- Work with CHANGE staff on development and creation of online and print materials including fact sheets, promotional materials, and images optimized for Twitter and Facebook
- Maintain organizational databases including email list, donor files, and traditional media lists
- Manage online advocacy efforts including writing and disseminating weekly emails as well as targeted advocacy and fundraising emails
- Support the Vice President of External Affairs with individual donor outreach
- Monitor media about CHANGE and key issues, manage daily news clips
- Support Vice President of External Affairs in traditional media outreach including helping craft media advisories, news releases, press lists, and help make pitch calls to reporters

POSITION REQUIREMENTS:

- Exceptional research, writing, and editing skills. Ability to write for a variety of audiences
- Experience using social media for marketing, communications, and fundraising purposes
- Proficient with Excel, Photoshop, Pagemaker, video editing software, fundraising software, and content management systems
- Strong ability to write 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
- Familiarity establishing and maintaining relationships with reporters desired but not required
- 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, and human rights issues helpful but not required

EDUCATION/EXPERIENCE:

- B.A. degree in English, communications, journalism, or relevant field
- At least 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 writing sample optimized for social media, one press release, and three references. **No phone calls please!**

Send application materials to careers@genderhealth.org (please put "Senior 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.