



Director of Communications - Position Description

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| Reports to (Primary): | President & CEO |
| Add'l Supervision/Oversight by: | N/A |
| Direct Reports: | N/A |
| Add'l Supervision/Oversight for: | Potential communications consultants and/or interns |
| Position Status/Hours: | Exempt, FT |
| Location: | Remote |
| Compensation: | \$90,000 - \$100,000 with health, dental, & vision insurance; 36 hour work week; flexible work hours; and generous paid time off. |

About The Women's Foundation:

Washington Area Women's Foundation is a community-supported foundation that invests in the power of women and girls of color across the Washington, DC metropolitan region. Women and girls of color make change happen. While too often unsung, the work of women and girls of color have advanced human rights and gender, racial and economic justice in our communities for decades. The Women's Foundation believes that by increasing resources to, and recognizing the leadership of, women and girls of color, they will ignite needed change. We advance this theory of change by:

- Making grants to organizations that are actively pursuing gender, racial, and economic justice, and awarding women and girls of color directly; and
- Centering the voices and lived experiences of women and girls of color to influence policymakers and the local philanthropic sector to advance systems and institutional change with a gender, racial and economic justice lens.

Position Overview:

Reporting directly to the President & CEO, the Director of Communications is an integral member of the senior leadership team of the Washington Area Women's Foundation. The Director of Communications is responsible for developing and executing communications strategies that advance the organization's goals and amplify The Women's Foundation initiatives. They will oversee media relations, website management, story writing, materials development, and constituent and social media outreach, and will facilitate interdepartmental communications on key projects.

General Responsibilities:

Communications

- Develop, coordinate and execute a comprehensive communications plan that supports the organization's strategic plan.
- Lead messaging and serve as the primary contact for media/press relations to make and maintain proactive connections with local, regional, and national news media in connection with The Women's Foundation's priorities and mission.

- Put communications vehicles in place to create momentum and awareness as well as to test the effectiveness of communications activities
- Develop and implement effective media relations strategies and tactics, maintaining strong relationships with national media, including LGBTQ and BIPOC media, and key reporters, editorial writers and columnists, and broadcast producers.
- Thought leadership: Help shape the public conversation about women's issues and our community, reaching new audiences and stressing the intersectionality of the movement.
- Demonstrated experience understanding the needs of different audience/stakeholder segments and developing appropriate and innovative marketing products and communication strategies
- Manage, edit, and review materials related to annual deliverables, including but not limited to annual reports, marketing materials, newsletter, and brochures
- Develop social media plan to be implemented by a social media team, and analyze results in order to build digital community through Twitter, Instagram, Facebook and LinkedIn pages, blogs, e-blasts/email, and other social media as needed.
- Craft compelling stories, remarks or other communications for the President & CEO (and other staff as appropriate) for use in presentations, print and online media.
- Create a process to promote the philanthropic investments and results of The Women's Foundation and stories from donors and grantee partners.
- Work with development team to create, implement and manage online fundraising campaigns using tools available in the Raisers' Edge, including RENXT and Online Express.

Events:

- Support events, conferences, and presentations across the organization, including materials preparation, and providing logistical support prior to, during, and following events.
- Oversee social media strategy and oversee execution.
- Lead the development of event programs and talking points as needed.
- Attend community-based events and meetings to gather information and help move the work of the organization forward.
- Serve as a representative of The Women's Foundation at events held by and with donors, volunteers, Board Members, Grantee Partners, vendors, community leaders and other stakeholders.

Organizational Leadership:

- Serve on the Foundation leadership team and contribute to discussions and decision-making related to the overall operational health, sustainability, and programmatic success of the organization.
- Assist in the implementation of the Foundation's fundraising plan through strategic communications and partnerships.
- Contribute to the development of the annual organizational budget.
- Participate in professional growth opportunities to understand intersectional feminism and actively work to operationalize gender, racial, and class equity into all aspects of the Foundation's work.

Additional Responsibilities:

- Uphold the core values of the organization in all aspects of work and representation of the Foundation, both internally and externally.

- Maintain a holistic approach to the Foundation’s work by engaging in open communication (soliciting input from/sharing information) with staff in other functional areas, (i.e. finance, programs, and development) to maintain connectivity and cohesion across the organization.
- Embody a team-based approach to all work that: 1) fosters collegiality and respect; 2) reflects a willingness to pitch-in to assist colleagues; and 3) recognizes and celebrates each other’s accomplishments and contributions.

Other duties as assigned.

Qualifications:

The Women’s Foundation seeks candidates who are passionate about our mission and align with our values to:

- Learn and adapt our practices to serve a changing world;
- Be honest, transparent and accountable to our community;
- Encourage diversity in community, thoughts, and ideas; and
- Practice kindness and intentionality in all we do.

Candidates must be committed to gender and racial justice, regardless of where they are on their own individual learning journey.

Strong candidates for the program officer position will:

- Have 5 to 10 years of professional experience in communications, brand, marketing, or related fields, demonstrating progressive career growth and a track record of exceptional results;
- Have strong oral and written communication skills, alongside strong listening skills;
- Have strong analytical skills to solve problems and find the best way to convey a message;
- Have the ability to work in a team environment and the ability to produce high-level, exciting and interesting brand-driven content;
- Strong organization skills and the ability to multitask and prioritize projects while working on a deadline or in a fast-paced environment;
- The technological ability to work on a variety of digital platforms and also create and manage web and mobile content
- Have an understanding of and/or interest in trust-based philanthropic principals and participatory grantmaking;
- Be successful working in a remote environment with file sharing, databases, and other technologies;
- Be comfortable working independently.

Compensation:

We offer our employees a total rewards model, pairing a compensation package that reflects our organizational values, culture, and mission with meaningful and significant work content, a supportive environment, and work-life flexibility.

The salary range for this position is \$90,000--\$100,000. The Women’s Foundation compensation package also includes comprehensive, 100% paid medical, dental and vision insurance for employees, generous paid time off, and flexible work hours within a 36-hour work week.

People of color are strongly encouraged to apply. Preference will be given to candidates with strong ties to the Washington, DC metropolitan area.

To Apply:

Please email your resume and cover letter to jobs@wawf.org with the subject line "Director of Communications." Only complete applications will be considered. Applications will be accepted until the position is filled, but no later than March 18, 2022.