



Director of Communications - Position Description

Reports To: President and CEO

Direct Reports: N/A

Other Supervision/Oversight for: Potential communications consultants and/or interns

Position Status/Hours: Exempt, FT

Location: Washington, DC (Hybrid)

Compensation: \$90,000 - \$100,000 with health insurance and generous paid time off

Who We Are

Washington Area Women's Foundation is a community-supported foundation that invests in the power of women and girls across the Washington metropolitan area via grantmaking and advocacy. Twenty-seven years ago, The Women's Foundation was founded on the principle that women working together can help enhance the physical, social, and financial well-being of all women and girls. Our current efforts focus on investing in women and girls of color from birth to the boardroom through our Maternal Health and Birth Equity, Early Care and Education, Young Women's Initiative, and Black Women and Gender-Expansive Leadership Project programs.

What You Will Do

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's 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.

Strategic Communications & Messaging

- Develop, coordinate, and execute a comprehensive communications plan that supports the organization's strategic priorities and deepens community engagement.
- Craft compelling narratives, talking points, and other communications for the President & CEO (and other staff as appropriate) for use across presentations, print, and digital platforms.
- Cultivate relationships with local and national media to increase visibility and

thought leadership.

- Draft press releases, op-eds, and talking points; prepare leadership for media engagements.
- Assess the needs of different audience/stakeholder segments and develop appropriate and innovative marketing products and communication strategies.
- Analyze, develop and execute content and digital campaigns across Threads, Instagram, Facebook, LinkedIn, and email platforms to build online community and engagement; promote organizational initiatives; and amplify key events.
- Manage the Foundation's website, including editing, updates, and design improvements.
- Manage and lead the production of marketing materials, including but not limited to monthly newsletters, event collateral, and annual reports.
- Partner with the development team to create donor-centric messaging for fundraising campaigns, appeals, and stewardship efforts.
- Provide communications and logistical support for Foundation-led events, conferences, and presentations, including preparation of materials and on-site coordination before, during, and after events.

What You Will Bring

- A minimum of a Bachelor's degree in a relevant or related field of study (required); a Master's Degree in a relevant or related field (preferred).
- A minimum of 5 years of professional experience in communications, brand, marketing, or related fields, demonstrating progressive career growth and a track record of exceptional results.
- Excellent listening, oral, and written communication and analytical skills.
- The technological ability to work on a variety of digital platforms and also create and manage web and mobile content.
- The ability to produce high-level, exciting, and interesting brand-driven content.
- Be successful working in a remote environment with file sharing, databases, and other technologies.
- The ability to work in a team environment with collegiality and respect to sustain connectivity and cohesion with staff in other functional areas.
- Strong organizational skills and the ability to multitask and prioritize projects while working on a deadline or in a fast-paced environment.
- Flexibility with work schedule to meet the demands of the role.
- Commitment to upholding the core values of the organization in all aspects of work and representation of the Foundation, both internally and externally.

What We Offer

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

work week.

We pair a generous compensation package that reflects our organizational values and culture with meaningful work content, a supportive environment, and work-life flexibility.

Our Commitment to an Inclusive Workplace

Washington Area Women's Foundation is committed to providing equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity, or expression.

To Apply

Please email your resume and cover letter in PDF format to jobs@wawf.org with the subject line "WAWF DoC." Only complete applications will be considered, and preference will be given to candidates with strong ties to the Washington metropolitan area. Applications submitted before/by June 9, 2025, will receive priority consideration.