



JOB ANNOUNCEMENT: Director, Communications

SUMMARY:

Reporting to the Vice President of Communications and Marketing (VP), the Director will help create and implement strategies which advance the work of The Foundation and its grantees in service of its core mission to invest in the economic, gender, and racial justice of cis and trans women and non-binary people. . These strategies and day-to-day activities include press relations, drafting of content for written and digital materials, digital and social media campaigns, and public engagement events. The Director participates in the creation and implementation of strategies that advance The Foundation's position and visibility as a key influencer on issues pertaining to gender, racial and economic justice and as the expert in women's philanthropy. The Director works to ensure that The Foundation's mission, values and priorities are reflected in all messaging, partnerships, collateral materials, publications, and events.

Diverse candidates from all backgrounds are encouraged to apply. Additionally, those with non-philanthropy work backgrounds are also encouraged to apply including experience at for-profit companies, technology and media ventures, and policy-advocacy organizations.

RESPONSIBILITIES:

- Work with the VP, Communications staff, and consultants to develop and execute media strategies which advance The Foundation's goals, invigorates its brand and raises its public profile, as well as that of grantees;
- Monitor relevant news and evaluate and develop responses to legislative and policy actions which impact women, communities of color, immigrants and LGBTQI people;
- Combine online and offline efforts to create breakthrough messages;
- Create and implement campaigns at the direction of the VP to support programmatic and fundraising activities;
- Help The Foundation determine the best ways to reach new audiences including younger women, women of color and those who are trans and gender non-conforming;
- Collaborate with The Foundation's President & CEO and Senior Management where required;
- Manage and coach junior staff;
- Create talking points and background documents for media interviews and speeches;
- Draft op-eds, and articles;
- Oversee the execution of events, including all content development and panelist relations for each event;
- Recommend key external speaking opportunities and conferences for Foundation staff;
- With the VP, manage the editorial, production and dissemination The Foundation's research, impact and thought leadership publications;
- Work with freelancers to oversee the production of The Foundation's magazine *Activist Philanthropist*, serving as that publication's editor; and
- Partner with the VP, Programs and programs staff to develop articles and blog posts and provide editorial guidance.
- Other projects and work as needed or directed.



PROFESSIONAL EXPERIENCE AND QUALIFICATIONS:

- BA Degree with minimum of 7-10 years of experience in similar setting. Advanced degree preferred though not required.
- A deep commitment to the mission of The New York Women's Foundation.
- Keen interest in the issues, challenges and approaches for advancing gender, racial, and social justice, as well as trans and gender nonconforming, issues.
- Expertise in all forms of media, particularly in service to raising organizational visibility
- Deep knowledge of social and digital media, including a familiarity with algorithms and metrics
- Strong managerial skills
- Robust writing, editorial, and oral communication skills a must
- Must be able to multi-task in a fast-paced environment, meet tight deadlines, and pay attention to details
- Strong interpersonal skills with an ability to foster cooperation and collaboration.
- Ability to recommend and initiate new procedures to manage the flow of information between the various constituents [departments, co-workers, vendors, committee members, volunteers, etc.].
- Capability to attend events on behalf of the Foundation outside of standard working hours.
- Must flourish in a diverse environment that is highly transparent and collaborative.
- Knowledge of policy and advocacy communications a plus.