

Communications Manager – Job Description

Zero Abuse Project

The Zero Abuse Project Communications Manager will implement the organization's communications strategy and will control the flow of information between the organization, allied stakeholders, and the public. Primary responsibilities include: developing and implementing a marketing strategy; managing development, production, and dissemination of all externally-facing content; and interfacing with the media, policy makers, funders, and other key stakeholders. The Manager will oversee a small team of in-house talent and consultants and be involved in a wide variety of tasks and projects.

The ideal candidate for this position will be ready to make the most of an opportunity to shape and create the communications strategy of a fast-growing, mission-based organization with a proven record of creating change to eliminate child sexual abuse across the country. Zero Abuse Project recognizes the value of communications and will support the Manager with the tools and resources needed to build and lead an exceptional communications team. The Manager will also be responsible for furthering the organization's strategic plan by integrating a diversity, equity, and inclusion lens into all communications efforts.

The Manager should have previous experience leading communications for a mission-driven organization, writing externally-released media content, and understanding the issues facing the victim services field. They will be able to work collaboratively in a fast-paced environment and juggle multiple competing tasks while maintaining a positive, team-centered attitude.

Responsibilities

Strategy

- Develop and refine the Zero Abuse Project's "core" message and voice to ensure organizational consistency, both internally and externally
- Develop, implement, and evaluate a cohesive communications strategy
- Plan and execute detailed outreach strategies and promotional campaigns for Zero Abuse programs
- Identify significant media and public policy issues that are related to Zero Abuse's work; create and implement plans to leverage those issues to support Zero Abuse
- Lead preemptive planning for organization-wide response to current events
- Support the CEO in building a donor strategy that works in tandem with the communications plan and builds community engagement and investment in Zero Abuse Project's mission
- Ensure communications are accessible to broad audiences

Programmatic

- Lead the creation, writing, and editing of online website content that engages target audiences and leads to measurable outcomes
- Work closely with program managers and directors to develop new program content and narrow or expand target audiences
- Manage the development, distribution, and maintenance of all print and electronic collateral including newsletters, brochures, reports, and fliers
- Develop quality control mechanisms for all information released externally

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- Further develop Zero Abuse Project’s multimedia outreach (social media, email campaigns, video, and other assets) to enhance audience engagement, including leading the efforts on a PSA creation and distribution strategy
- Oversee website optimization, SEO, and 508 compliance
- Represent the organization to a variety of audiences including funders, policy makers, government agencies, and advocacy and victims’ rights groups

Administration

- Oversee the work of a diversely skilled communications team to include internal staff and external web administrators, a graphic designer, and a PR firm
- Assist with developing and managing the communications department’s budget

Media

- Coordinate with external PR firm to manage media relations
- Project a positive organization image to the public
- Draft and issue external communications pieces, including press releases; talking points; fact sheets; opinion pieces; program reports; and annual reports
- Respond to media inquiries, manage media contacts, and maintain relationships with the media

Required Qualifications:

- 5+ years of communications and/or marketing experience.
- Familiarity, enthusiasm, and demonstrated alignment with the organization’s mission to end child sexual abuse
- Commitment to centering racial justice and dismantling structural inequities in the child protection field
- Excellent writing and copy-editing skills, including the ability to synthesize complex issues and deliver succinct summaries
- Detail-oriented, organized, self-starter who enjoys creating and implementing new initiatives
- Awareness of and proficiency with communications technologies and platforms. Plus, an interest in researching new technology platforms that can make our work more successful
- Ability to be flexible in the workplace, operating independently with little oversight, as well as collaborating in team settings
- Capacity to handle a diverse workload and can prioritize effectively when working across multiple teams
- Relationship builder with exceptional interpersonal communication skills and the ability to serve as a unifying force
- Comfort using and adapting to new technologies and working in a virtual environment

Preferred Qualifications:

- Significant communications experience that includes a blend of advocacy and media relations
- Knowledge of issues facing the victim services field, especially child sexual abuse
- Experience working with crime or crime victim-specific organizations

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- Experience interpreting data and quantitative information into digestible, published pieces
- Experience with Google Analytics and Google AdWords

What Else You Should Know

- \$65,000 - \$80,000 annual salary (pro-rated based on FTE)
- Some travel may be required, though not more than 5% work time per year
- Reports to the Chief Executive Officer
- FLSA exempt position
- 75%-100% FTE position with a flexible schedule
- Remote position, can be based anywhere in the US with a reliable internet connection

To Apply

Send the following materials to careers@zeroabuseproject.org:

- Cover letter
- Resume

Please use the subject line ‘Communications Manager – [your name]’ and include all materials as attachments.

Zero Abuse Project is committed to being a diverse and inclusive organization that promotes equity and dismantles systems of power and privilege. We know that high-performing teams include people who can share new and unique perspectives. We encourage all qualified applicants to apply, especially people of color and those who identify as a member of a historically marginalized group. Zero Abuse Project is proud to be an equal opportunity workplace.

Zero Abuse offers an excellent benefits package including: health, dental, and vision insurance, 401(k) retirement plan with match, disability insurance, life insurance, and generous paid time off.