

Why We March

Communications Director

The Communications Director is responsible for developing and implementing the organization's communication strategy, managing all communications activities, and ensuring that the organization's message is consistent across all channels. The Communications Director reports to the Executive Director and works closely with other staff members.

Responsibilities:

- Develop and implement the organization's communication strategy: Develop and implement a comprehensive communication strategy that supports the organization's mission and goals.
- Manage all communications activities: Manage all communications activities, including media relations, social media, website, and email marketing.
- Ensure consistent messaging: Ensure that the organization's message is consistent across all channels and that it effectively reaches the target audience.
- Develop and distribute content: Develop and distribute content, including press releases, newsletters, social media posts, and other materials.
- Build and maintain relationships with media: Build and maintain relationships with media outlets and journalists to increase visibility and coverage of the organization.
- Manage website and social media: Manage the organization's website and social media accounts, including content development, engagement, and analytics.
- Crisis communications: Develop and implement crisis communication plans and respond to media inquiries during crisis situations.

Qualifications:

- Strong writing and editing skills, including experience with press releases, op-eds, and social media.
- Experience with media relations and building relationships with journalists.
- Proficiency in website management, email marketing, and social media platforms.
- Ability to work independently and as part of a team.
- Strong interpersonal and communication skills.

The Communications Director is a critical role within an organization, responsible for developing and implementing a comprehensive communication strategy that supports the organization's mission and goals. The successful candidate will have a proven track record of success in a communications role, strong writing and editing skills, and experience with media relations and social media. They will be able to build and maintain strong relationships with media outlets and journalists and have proficiency in website management and email

marketing. They will be passionate about the organization's mission and committed to effectively communicating its message to the target audience.