



Job Description

Communications Director

URGE plays a unique and critical role as a reproductive justice organization that engages young people and catalyzes their power to fight for the ability of all people to build the families they want, access the healthcare they need, and to live and love in the way that's true to who they are. Working with a diversity of young people ages 18-30, URGE provides training, field mobilization and national leadership to move policy, systemic and cultural change.

URGE seeks an energetic and proactive person for a full-time position to lead the Communications Department of the organization. Position requires demonstrated skills, knowledge, and experience in the design and execution of strategic multi-faceted marketing and communications plans that resonate with diverse audiences, increase organization visibility, and promote programs. Working closely with the Policy, Development and Field Directors, the Communications Director will implement a comprehensive strategy to integrate and reach our field, policy and fundraising objectives. The ideal candidate will have experience with branding and marketing, website management including HTML and content management systems, proficiency with Adobe Creative Suite, and Nation Builder are highly preferred. Individual must be a self-motivated, critical thinker with a keen attention to detail. Must be able to work in a fast-paced environment and work independently as well as a member of a team. Candidates must have knowledge of and commitment to reproductive health and rights and/or social justice issues, as well as some experience working in the not-for-profit sector. This position will report to the Deputy Director of Programs.

Essential Duties and Responsibilities:

→ Communications Strategy and Management

- Develop and maintain a strategic communications plan with timelines and deliverables.
- Work with Program Director to coordinate campaign and recruitment strategies
- Manage annual "Generation Awards" selection process and event program
- Develop and ensure brand consistency across all activities

→ **Writing and Materials Development**

- Develop communications and media materials, including but not limited to web content, brochures, annual reports, fact sheets, advocacy and fundraising e-blasts, newsletters, press releases, media pitches, toolkits and other publications
- Provide ongoing communications support for Field and Policy Departments
- Prepare and edit communications pieces for the Executive Director and other staff, including speeches and op-eds
- Oversee design, production and dissemination of all materials

→ **Earned Media**

- Create and oversee earned media strategy, including proactively pitching stories, identifying earned media opportunities and building relationships with reporters to garner press
- Identify opportunities to lift the voices of URGE staff and members around key media moments

→ **General**

- Represent URGE externally at meetings, conferences, events, etc.
- Manage communications consultants and relationships with outside vendors, as appropriate

Qualifications:

- Strong commitment to URGE's mission and values, particularly supporting abortion rights and promoting youth activism and leadership
- Bachelor's degree or equivalent in relevant field; minimum five years' experience
- Experience directly developing and implementing communications strategies, particularly campaign communications
- Superb writing, editing and oral presentation skills in English
- Demonstrated project management
- Experience working with databases; Nation-Builder experience preferred
- Familiarity with content management systems
- Experience working with local, regional and national mainstream and online media
- Solid knowledge of sexual and reproductive health issues
- Must be willing to travel and work some weeknights and weekends

Salary: Commensurate with experience. Excellent benefits. The salary range for this position is \$70K-\$90K.

Placement: Washington, DC

To Apply: Applications accepted on a rolling basis. Incomplete applications will NOT be considered. Please send cover letter, resume, 2 writing samples and the names and contact information of three references to URGECommsDirector@conwaystrategic.com.

URGE is an equal opportunity employer. People of color, lesbian, gay, bisexual, transgender people and those with disabilities are strongly encouraged to apply.