



URGE
Unite for Reproductive and Gender Equity
Communications Director

Washington, DC

About URGE

URGE is driven by young leaders. We build infrastructure through campus chapters and Community Activist Networks, where we invite individuals to discover their own power and transform it into action. Together, URGE members educate their communities and advocate for local, state, and national policies in solidarity with other justice focused groups.



Young people today are constantly depicted as disengaged and irresponsible. In fact, we are anything but. We are more progressive than our parents, more educated, and far more connected. We are powerful, engaged, and ready to lead.

We believe that justice will only be achieved once each of us recognizes the power of our own experience and joins up with others to create a different future. Working across the progressive landscape, we think, learn, and act together. We work together to build strong communities where sexual health is valued, reproductive rights are upheld, and each body is celebrated and supported to be well, happy, and thriving.

If you are ready to bring your whole self into the fight for justice, URGE will have your back every step of the way. Now is the time to discover your power, claim the conversation, and build your movement.

For more information on URGE, please visit our [website](#).

The Opportunity

URGE seeks a self-motivated, critical thinker with a keen attention to detail to lead the Communications Department of the organization. At the core of URGE's mission are our values, commitment to justice, equity, diversity, and inclusion, disrupting anti-Blackness and dismantling white supremacy. We seek candidates whose values are aligned with those of our organization.

This position requires demonstrated knowledge, skills, and experience in the development and execution of strategic, multi-faceted communications plans that engage diverse audiences, increase organization visibility, and support our people, values, and programs. Working closely with other Director-level staff and above, the Communications Director will serve in senior leadership to help implement the values of the organization and manage department staff.

The ideal candidate must be a strong writer and editor that can oversee communications efforts that include a breadth of communications tactics, including designing and managing cross-platform social media campaigns, earned media strategy, marketing, website supervision, graphic design management, content development, and evaluation metrics. Experience developing research-based, values messaging and talking points a plus.

Candidates must have knowledge of and commitment to Reproductive Justice issues, as well as some experience working in the not-for-profit sector.

This position will report to the Deputy Director of Programs and Policy.

Key Responsibilities

Communications Strategy and Management

- Establish and drive a multi-channel communications strategy that helps to deepen URGE's national and state reach.
- Coordinate with Field, Policy, and Voter Engagement Directors to provide communication support to programmatic, voter engagement, and state and federal policy activities.
- Manage and maintain strategic partnerships with external consultants and vendors.
- Lead a team of communications, marketing, and design professionals within the Communications Department.
- Develop and bottom line a long-term strategic communications plan, as well as short-term communications campaigns with clearly defined objectives, key performance indicators, deliverables, audiences, and timelines.
- Develop and manage URGE's brand voice and maintain brand integrity across all platforms.
- Track engagement across various platforms and make data-driven decisions.



Writing and Materials Development:

- Develop or review 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, trainings, and other publications.
- Prepare and edit communications pieces for the Executive Director and other senior staff, including speeches, op-eds, and sections of reports for funders and the Board.
- Ensure URGE style, voice, and brand consistency across all content.
- Oversee design, production, and dissemination of all printed materials, including swag.

Other:

- Identify opportunities to lift the voices of URGE staff and members around key movement, cultural, and media moments.
- Identify opportunities for brand expansion, culture/narrative shift, and thought leadership for URGE.
- Potential oversight of biannual “Generation Awards” selection process and event program.
- Represent URGE externally at meetings, conferences, events, etc.
- Assist with additional projects as assigned.

Qualifications:

- Strong commitment to reproductive, gender, and racial justice; to the rights of all individuals to make their own decisions about sexual and reproductive health; and to government’s responsibility to defend and support those rights.
- Commitment to reproductive and gender justice, abortion access for all, queer and trans liberation, building young people’s political power, and dismantling white supremacy.
- Commitment to co-creating a work environment that is just, equitable, and inclusive to all, including Black, Indigenous, and other people of color, LGBTQIA+ people, women, and people with disabilities.
- Bachelor’s degree or equivalent in a relevant field; six to eight years of experience in communications.
- Demonstrated ability to manage creative, multi-faceted communications strategies from ideation to evaluation.
- Solid writing, editing, and oral presentation skills in English. Being able to write on a deadline a must.
- Experience with staff management strongly encouraged.
- Familiarity with diverse social media platforms, content management systems, and website platforms (Having worked with EveryAction and WordPress a plus).
- The Communications Director must be willing to travel as needed for work assignments and events as COVID restrictions permit.
- While URGE has a commitment to conducting its work within organizational office hours, this position will require willingness to work on weeknights and weekends, as needed.

Compensation & Benefits

URGE offers a competitive salary and benefits package for full-time employees. Salary for the role is currently anticipated to range from \$85,500 to \$106,795, commensurate with experience.

URGE Mission, Vision, and Values:

URGE envisions a liberated world where we can live with justice, love freely, express our gender and sexuality, and define and create families of our choosing. To achieve our vision of liberation, URGE builds power and sustains a young people’s movement for reproductive justice by centering the leadership of young people of color who are women, queer, trans, nonbinary, and people of low-income.

Our values guide our work internally and externally. URGE is:

- **Member-focused:** Our work is defined by the vision, desires, and leadership of young people.
- **Impact-driven:** We measure our work in meaningful wins for—and defined by—young people.
- **Bold and creative:** We push cultural and political boundaries to demand change and achieve our vision.
- **Anti-racist:** We challenge and work to dismantle systemic white supremacy and anti-Blackness through cross-racial collaboration. We recognize how all communities of color are impacted by and engage with white supremacy.
- **Sex-positive, gender-expansive, and abortion positive:** We create celebratory and supportive spaces for our bodies, genders, abilities, sexual expression, and reproductive self-determination.

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

Contact

Liz Lombard and Angie Sessoms of Koya Partners have been exclusively retained for this search. To express your interest in this role please submit your materials via the [Talent Profile](#) or to Angie directly at asessons@koyapartners.com. All inquiries and discussions will be considered strictly confidential.

Koya Partners is committed to providing reasonable accommodation to individuals living with disabilities. If you are a qualified individual living with a disability and need assistance expressing interest online, please email NonprofitSearchOps@divsearch.com. If you are

selected for an interview, you will receive additional information regarding how to request accommodation for the interview process.

About Koya Partners

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