

Director of Communications

Position Description

The Zero Abuse Project **Director of Communications** will set and guide the organization's communications strategy and will control the flow of information between the organization, allied stakeholders, and the public. Primary responsibilities will include: developing and implementing a marketing strategy; managing development, production, and dissemination of all externally-facing publications; and interfacing with the media, policy makers, funders, and other interested parties. The director will oversee a team of in-house talent and consultants at Zero Abuse Project.

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 Director with the tools and resources needed to build and lead an exceptional communications team.

The Director should have previous experience leading communications for a mission-driven organization, writing externally released media content, and will understand the issues facing the crime 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.

Duties and 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 can be leveraged to support Zero Abuse's work, and create and implement those plans
- Lead crisis management and 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 the Zero Abuse Project mission

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 QC mechanism for all information released externally
- 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

- Assemble and oversee a diversely-skilled communications team to include internal staff and external web administrators, a graphic designer, and a PR firm
- Prepare and manage the communications department 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

- Excellent writing and copy-editing skills
- Master's Degree in marketing, communications, or a related field or equivalent work experience
- 10+ years communications experience
- Demonstrated leadership skills
- Awareness of and proficiency with communications technologies and platform
- Ability to manage complex issues and deliver succinct summaries of opinions for the organization
- Demonstrated ability to be flexible in the workplace, operating independently with little oversight as well as collaborating in team settings
- Self-starter who enjoys creating and implementing new initiatives
- Relationship-builder with ability to serve as unifying force
- Capacity to handle a diverse workload and prioritize effectively
- Exceptional interpersonal communication skills
- Detail-oriented

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

Salary

- \$85,000-\$100,000 commensurate with experience

Travel Requirements

- Some travel may be required, though not more than 10% work time per year

Other Information

- Reports to the Chief Executive Officer
- FLSA exempt position
- This is a 100% FTE position
- Based in the Alexandria, VA office of Zero Abuse Project