



## NOW HIRING COMMUNICATIONS DIRECTOR

**Reports to:** Executive Director, Megan Peterson  
**Position Status:** Exempt, Salaried; (40 hours/week).  
Salary: \$75,000-80,000/year plus benefits described below.  
Office in St. Paul, MN; currently working remotely from home.

**To apply:** Submit resume, cover letter, and two writing samples to [hiring@genderjustice.us](mailto: hiring@genderjustice.us) by March 7, 2021. Include "Communications Director" in the subject line.

### ORGANIZATION

Gender Justice is a 501c3 nonprofit legal and policy advocacy organization based in St. Paul, Minnesota working to advance gender equity through the law. We work to create a world where everyone can thrive no matter their gender, gender identity or expression, or sexual orientation. Central to this work is dismantling the legal, political, and structural barriers to gender equity. We represent clients directly in state and federal court and before administrative agencies in impact litigation cases. In addition to pursuing justice through the legal system, we also advocate for policies that expand gender equity, and seek to educate and shape public understanding about gender barriers. We take a movement-based approach to our work and are committed to working in partnership with other organizations and groups directly affected by gender inequity. We're a small but mighty organization looking for the newest member of our ambitious, highly-effective, and growing team.

### POSITION SUMMARY

The Communications Director develops the communication and messaging strategies of the organization, working in close collaboration with the Advocacy Director, Legal Director, and Executive Director. They're responsible for overseeing all aspects of external communications including message research and development, narrative change strategy, public relations, traditional and social media strategy, and increasing public awareness of the organization and its mission. A successful candidate will be adept at coming up with bold and effective communications to help advance the organization's mission.

### RESPONSIBILITIES

- Create and execute communication strategies that advance understanding and awareness of the organization's mission, impact litigation, and policy objectives. Responsible for creation and implementation of communications plan.
- Develop cohesive and impactful organizational voice (written and visual) across issue and program area, support organization-wide message discipline.
- Work with each Advocacy Director and Legal Director to identify communications opportunities and strategies to advance programmatic goals.
- Identify and pursue opportunities for collaboration with other organizations as related to policy and communications strategies.

## RESPONSIBILITIES

- Collaborate with the Advocacy and Engagement Manager to develop materials for policy-related work (talking points, fact sheets, etc.).
- Manage the work of communications contractors as needed, including polling/message researchers, PR consultants, website designers, and contract writers, etc.
- Ensure communications follow guidelines and legal requirements for 501(c)(3) organizations.
- Support Development Director with writing well-crafted programmatic, impact, and theory of change language for grant proposals and donor communications, primarily for new areas of work.
- Maintain and grow our social media presence, reach, and impact.
- Produce press releases, messaging guidance documents, op-eds, blog posts, and other content.
- Manage and develop media relationships to promote Gender Justice and its staff as subject-matter experts.
- Oversee website content and maintenance.
- Manage creation and implementation of the content calendar.
- Oversee development of periodic organizational newsletter.

## QUALIFICATIONS

More than anything, we're looking for someone who loves to write and is very good at it. Someone who can communicate meaning and clarity across issues, programs, and movement silos. And, someone who can craft powerful messages to move people and the public narrative forward on gender equity, transgender rights, abortion/reproductive freedom, gender-based violence, economic justice, and civil rights. Additionally:

- Proven success in developing strategic communications initiatives to advance organizational (or campaign) goals.
- Ability to think strategically about the organization, its mission, and communication strategy.
- Ability to translate "lawyer speak" and legal jargon for a non-lawyer audience, or interest and willingness to learn this skill.
- Excellent written, verbal, and digital communication skills, including the ability to write for different audiences, including policymakers, traditional and alternative media, grantmakers, and advocates.
- Ability to articulate the overlaps between gender justice, racial justice, and LGBTQ liberation; demonstrate competency and fluency in each of these areas.
- Prior supervisory experience is a plus. (While the communications director does not currently supervise someone, we anticipate adding to the team within the next year.)
- Demonstrated project management skills; highly organized, with exceptional attention to detail.
- Interest in and orientation towards cross-organizational collaboration and communications opportunities.
- Ability to work collaboratively and "manage up" with colleagues to get the information, input, and perspective necessary to produce quality work.
- Commitment to our mission and values, which include racial, social, and economic justice, in addition to gender justice.
- Experience working with BIPOC communities and gender diverse, transgender, and/or nonbinary people/communities.
- Passion for being a part of and working to deepen our organizational practices and culture as an empowering, inclusive, supportive workplace for people of color, transgender and nonbinary folks, and others who face systemic oppression.
- A high level of independence and good judgment.
- Strong organizational, project- and time-management skills.
- Sense of humor and a commitment to a diverse, collaborative work environment.

*Employees are eligible for employer-subsidized health and dental insurance (\$85 pre-tax employee premium contribution per month), unlimited paid discretionary leave, and 3% employer-match to an IRA. 12-weeks fully paid parental and medical leave for employees working at least 20 hrs/week after six months.*

*Gender Justice is an equal opportunity employer. We seek to build a staff reflective of our values of equity and inclusion with regard to race, culture, ethnicity, class, religion, physical ability, age, gender, gender identity, and sexual orientation. As an organization working in solidarity with the reproductive justice, economic justice, and racial justice movements, Gender Justice is committed to fostering the leadership of women, people of color, Native and indigenous people, LGBTQ and trans people, immigrants, and others living in marginalized communities.*