



Now Hiring
Communications Director

Reports to: Deputy Director, Tana Hargest

Position Status: Exempt, Salaried; (40 hours/week).

Salary: \$90,000-100,000/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 **January 31, 2022**. 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 organizational directors, Deputy Director, and Executive Director. They will be adept at coming up with bold and effective communications to help advance the organization's mission. 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 understand

intersectionality and have subject matter expertise in Trans and LGBTQ issues, gender equity, abortion access and reproductive justice. Those who live and breathe news, policy, and law will be happiest.

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 leadership 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.
- Collaborate with Advocacy 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:

- 6 to 8 years of increasing responsibility in strategic communications, increasing responsibility, press and media outreach, and/or campaign management and issue advocacy.
- At least 3 years of management experience and 1 year in a senior management role.
- 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.
- Demonstrated understanding of intersectionality
- Ability to translate “lawyer speak” and legal jargon for a non-lawyer audience, and an ability to translate policy issues for general audiences.
- Excellent written, verbal, and digital communication skills, including the ability to write for different audiences, including policymakers, traditional and alternative media, grantmakers, and advocates.
- Experience with rapid response communications, crisis management, or combatting disinformation a plus.
- Prior supervisory experience of internal and external staff is required.
- Demonstrated project management and time-management skills; highly organized, with exceptional attention to detail.
- High level of skill 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.
- 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.
- Commitment to building actively anti-racist systems, projects, and teams
- 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.