COMMUNICATIONS MANAGER

Civic Nation seeks a Communications Manager, for its initiative The United State of Women (USOW), to manage overall planning and day-to-day execution of USOW’s communication strategy. This role includes managing USOW’s online presence, email program, earned and paid media opportunities, press releases, marketing collateral, and other promotional materials.

Reporting to USOW’s Executive Director, the Communications Manager will be an integral part connecting people in the fight for gender equity by maintaining and growing a robust online presence and deepening media relationships. The Communications Manager spurs action by reaching audiences where they are.

The ideal candidate for this position has the ability to produce results in a collaborative environment, as well as be a self-starter in a fast-paced, rapid response environment. They are also committed to implementing strategies and tactics that support an inclusive and intersectional movement; and believe that volunteers and organizers are critical and should be treated with the utmost respect.

This position is remote and may require post-pandemic travel (up to 10%).

ABOUT THE UNITED STATE OF WOMEN

The United State of Women (USOW) is a national organization dedicated to convening, connecting, and amplifying voices in the fight for full gender equity. We are a community for all who identify as women, gender nonconforming, or allies, believe in full gender equity, and want to work collectively to achieve it. Born out of the Obama Administration’s White House Council on Women and Girls, USOW holds a unique position within the movement. We sit at an uncommon intersection of politics, community engagement, culture change, and leadership development. Through our educational resources, Ambassador program, and online campaigns, we strive to build and strengthen coalitions at all levels, connecting partners and new audiences to each other in order to enact meaningful change and create a more united #StateOfWomen.
YOUR IMPACT

- Serve as USOW’s brand manager, ensuring that all visual and written communications and materials align with identity and values, as well as resonate with constituents.
- Contribute to USOW’s overall communications strategy.
- Oversee USOW’s daily communications operations.
- Supervise communications intern(s).
- Identify trends and opportunities for USOW to expand visibility and reach.
- Write and publish *The Feminist-To-Do List*, USOWS’s biweekly newsletter.
- Craft and execute media/influencer engagement strategy and partnerships.
- Foster media contacts, pitch and secure media, and supporting leadership with interviews and drafting talking points as needed.
- Support social media channels.
- Support the development and maintenance of digital organizing tools and resources.

YOUR EXPERIENCE

- 2+ years of experience in communications, preferably at a mission-oriented non-profit organization or media outlet.
- Record of developing or supporting digital storytelling or advocacy campaigns to center real people’s voices.
- Demonstrated ability to think creatively to leverage communications assets to support organizing, programs, and fundraising efforts;
- Success in building relationships with reporters, editors, and other media stakeholders, active press contacts and on-the-record experience preferred.
- Experience with CRM software, EveryAction preferred.
- Knowledge of Adobe Creative Suite and video editing software preferred.
- Familiarity with communications strategy for grassroots fundraising a plus.

YOUR COMPETENCIES

- Strong written and verbal communications skills.
- Ability to multitask and work under pressure and time constraints with shifting priorities.
- Ability to approach problems creatively and with an entrepreneurial spirit.
- Adept in creating professional presentations and other written materials.
- Strong attention to detail.
- Highly organized.
ABOUT CIVIC NATION
Civic Nation serves as a mobilization hub at the intersection of creative communications, community organizing, narrative and culture change strategies, and high-level stakeholder engagement. At Civic Nation we house some of the most innovative campaigns organizing for progress across the country including It’s On Us, The United State of Women, and When We All Vote, Co-chaired by Michelle Obama.

Civic Nation also partners with some of the country’s most influential voices, brands, organizations, and institutions, and brings together a collection of leading talent with deep expertise in their individual issue area and a collective passion for civic engagement.

SALARY AND BENEFITS
The salary range for this position is $45,000-65,000. Our comprehensive benefit plan includes 100% employer-paid health, dental, and vision insurance for employees; generous paid time off; access to 401k plan, and more.

TO APPLY
To apply, submit a cover letter and resume to careers@civicnation.org with the subject line USOW Comms Manager. The cover letter, addressed to Jordan Brooks, should be concise, compelling, and include what makes you the best fit for this role.

At Civic Nation, diversity, equity, and inclusion are directly aligned with the fundamental belief that people are inherently capable but often lack opportunity. We know that a diverse workforce allows us to see problems in more nuanced ways, creating the thought leadership needed to fulfill our mission and reach our goals. Civic Nation is an equal opportunity employer and welcomes people from all backgrounds, experiences, abilities, and perspectives to apply.