Civic Nation seeks a Vice President for Digital and Communications for a new public education and grassroots mobilization effort, the Covid-19 Vaccine Trust Campaign, which seeks to build trust in the COVID-19 vaccines and promote other behavioral changes to combat the pandemic. The effort will serve as a centralized hub to coordinate and disseminate messages and effective strategies through a broad coalition of trusted partners.

Reporting to the Executive Director, the Vice for Digital and Communications will be primarily responsible for visioning, planning, hiring for, and implementing the communications and digital engagement strategy. This position will oversee a team of at least 10 digital and communications professionals.

The ideal candidate for this position brings at least a decade of digital and communications experience, has a demonstrated ability to foster an environment of collaboration and teamwork, has deep understanding of how to build trust and community online, and is passionate about equity in our healthcare system. This person should also be proactive, detail-oriented, be an excellent project and staff manager and thrive in balancing the execution of multiple priorities.

This is a remote, “short” term campaign that will end in July 2022.

ABOUT THE COVID-19 VACCINE TRUST CAMPAIGN

Extensive research shows that half of Americans say they either will not or are unsure if they will get a COVID-19 vaccine, with particularly high rates of uncertainty among the very communities hardest hit by the pandemic. Experts across the public health sector are calling for an unprecedented public outreach campaign to overcome this hesitancy.

Recognizing this urgent need, we are launching the COVID-19 Vaccine Trust Campaign, a communications, outreach, and grassroots mobilization effort to build public trust in the COVID-19 vaccines through trusted messengers who can engage in dialogue and share clear, consistent information with the target audience.

The program will serve as a centralized hub to coordinate and disseminate messages and effective strategies through a broad coalition of trusted partners. We’ll work with partner
organizations to reach local leaders who will serve as medical experts, and work to expand our network of validators through grassroots programs that encourage community-based institutions to share information with their communities.

YOUR IMPACT

- Develop target audience specific strategic communications and digital engagement plans that build effective messaging frames, combat disinformation on social media, lift up compelling stories from micro and macro influencers, and engage specialty press and local publications.
- Create consumer-facing website and accompanying assets with an independent brand.
- Work with partners to create and manage a rapid response infrastructure that is prepared to push back against inaccurate information about the COVID vaccine, as well as quickly disseminate information through a variety of channels as a vaccine is available.
- Ensure the use of effective, well-researched messages, images, and materials throughout the organization.
- Ensure that we utilize cutting-edge approaches to social media and other emerging media channels and technologies.
- Cultivate and support spokespeople, training staff on communications strategies, key messages, and use of materials.
- Build an ethical storytelling practice that cultivates key voices to help lift up campaigns and garner organizational exposure, including leveraging relationships with influencers and amplifiers.

YOUR EXPERIENCE

- 10+ years digital, communications, and/or public relations experience.
- Has worked with an effective, visible advocacy organization or public policy campaign.
- Experienced in generating media interest in and coverage for policy issues and a proven track record of maintaining relationships with national and local media
- Someone who understands the
- Experience in healthcare advocacy space preferred.

YOUR COMPETENCIES

- Values fully integrated communications across all channels, online and offline.
- A understanding of the broader civic engagement and disinformation landscape.
- Excellent written and verbal communications skills.
- Excellent organizational, management and interpersonal skills.
• A track record of getting results in a fast-paced professional environment.
• Values community building and relationships and has a clear theory of change for how to build trust in underserved communities.
• Strong ability to listen, understand, connect, earn trust of, and collaborate with employees at all levels of the organization.
• Deep and proven dedication to issues of diversity, equity, and inclusion.
• High degree of comfort with change and working in a rapid response environment.

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 $120,000 - $150,000. 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 VP Program, COVID Vaccine Trust Campaign.

The cover letter, addressed to Chris Wyant, should be concise, compelling, and include what makes you the best fit for this role. As all good relationships are built on trust, whether with friends, family or otherwise. Please also include what trust means to you and how you think about building trust.

The urgency of this campaign matches the urgency of the crisis we face. We will be scaling up quickly and will fill roles on a rolling basis. Applications will be accepted until the position has been filled.
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.