



**Job Description:** Communications Director

**Organizational Overview:** Rights4Girls is a human rights organization dedicated to ending gender-based violence in the United States. We work to change the narrative and policies that allow young women and girls to be criminalized when they are victimized and advocate for approaches and interventions that provide girls and young women with safety and support. Our work includes public education campaigns, research and writing, policy development and advocacy, training and technical assistance, and coalition building.

**Roles and Responsibilities:**

**Strategy, Vision and Leadership**

- Develop and oversee the implementation of Rights4Girls' communications plan. Includes defining key messages, broadening awareness and support, and advancing brand identity.
- Train and guide other staff in communications best practices.

**Media Relations**

- Develop and sustain relationships with journalists, producers, and opinion editors.
- Draft and execute press releases, press notes, op-eds, blogs, and media advisories on a variety of issues relating to the mission and work of Rights4Girls.
- Manage and respond to media inquiries.

**Digital Engagement**

- Develop and execute strategies for social media, and other online platforms, to leverage content, drive engagement and increase reach and influence.
- Manage Rights4Girls' current social media and website, including the creation of online content.
- Analyze social engagement analytics and performance on all platforms.

**Qualifications:**

- A Bachelor's degree in Journalism, Communications, Public Relations or a related field.
- At least 5 years of communications or public relations experience.
- Excellent proofreading, copy editing, writing and oral communication skills.
- Proven track record in increasing the digital footprint of companies or organizations.
- Proven track record in developing and leading clear and effective branding and marketing strategies tailored for different audiences.
- Demonstrated knowledge of and existing relationships with key reporters and bloggers.
- Self-starter with expertise in managing and prioritizing multiple tasks and capable of working independently with little direction.
- Ideal candidates will have a demonstrated commitment to Rights4Girls' mission and an understanding of the intersections of race, gender, and class.

*Interested applicants may apply by sending a cover letter, resume, and writing sample to [cherice@rights4girls.org](mailto:cherice@rights4girls.org) with "Communications Director" in the subject line.*