

JOB DESCRIPTION

- Position:** **COMMUNICATIONS COORDINATOR OR DIRECTOR**
- Reports to:** Executive Director
- Location:** Anywhere in WA, or Seattle office; currently remote due to COVID
- Classification:** Exempt, full-time
- Salary & Benefits:** \$55,000-\$61,000 Coordinator, or \$60,000-\$66,000 Director, DOE, plus:
- Annual pay increases per salary structure
 - 35-hour work week
 - 100% paid medical, dental, vision health insurance, 50% paid for dependents
 - HRA reimbursement
 - 100% paid long-term disability and life insurance
 - Retirement contribution after 6 months
 - 3 weeks annual vacation leave with periodic increases, 13 holidays, and sick leave
 - Flexible, family-friendly work environment

The Position

The mission of the Washington State Coalition Against Domestic Violence is to mobilize our member programs and allies to end domestic violence through advocacy and action for social change. We improve how communities respond to DV and create a social intolerance for abuse, support our member programs, and inform the public. Guided by our [Theory of Change](#), we work to undo the root causes of violence, building racial equity, economic justice, and gender and reproductive liberation to create a world where all people can live and love freely without fear. Our team approach facilitates the sharing of power and responsibility across positions.

We are open to hiring either a director or coordinator, depending on skills and experience. *If hired as a coordinator*, this position (1) coordinates internal and external messaging and communications; (2) supports a highly diverse statewide membership with their social media and mainstream media efforts; and (3) engages the public through owned and earned media strategies. This position takes the lead on promoting the stories of survivors, survivor-driven advocacy, and prevention, and showcasing our nationally respected programming, 70+ members, and Theory of Change work. This position communicates the roles everyone can play for race equity, community economic resilience, and a shared future free from violence.

If hired as a director, this position also assumes high-level leadership on communications, Refuse To Abuse® program and 5K, statewide prevention vision, fund development, and more.

Periodic overnight travel will be required. Valid driver's license and/or ability to travel to events locally and out of area is also required.

Primary Responsibilities:

1. Lead and implement WSCADV's communications work including:
 - a. Develop and implement a strategic communications plan.
 - b. Provide technical assistance to our staff and members in rural, urban, culturally specific, or Tribal communities, for messaging on topics such as fatality news stories, legislation, and emerging issues.
 - c. Build relationships with reporters and track WSCADV's media engagement.
 - d. Serve as spokesperson or delegate.
 - e. Implement public relations efforts that position WSCADV as a statewide expert on domestic violence, and influence and engage a diverse public.
 - f. Curate our online and print voice and presence. Develop content, and edit staff-submitted content, for website, social media channels, newsletter. Produce annual impact report.
 - g. Monitor NNEDV's PR listserv, engage staff and membership as needed.
2. Lead, implement, and grow our social media engagement and strategy. Contribute content across channels; developing effective, realistic strategies and goals; keep WSCADV current with social media landscape. Review reach/impact (quarterly) and adjust strategy accordingly.
3. Enhance collaborations with external partners to deepen our work on race equity, community economic resilience, prevention, and our Theory of Change.
4. Provide input on messaging, strategic direction, budgets, work plans, funding proposals, and policy work with the WSCADV staff team.
5. Design and provide training and technical assistance to staff, membership, and allies that support strategic communications and programmatic goals.
6. Coordinate, implement, and deliver on time all project activities obligated in funding agreements. Write and submit reports and invoices.
7. Contribute to fund development efforts including annual appeal and donor acknowledgement messages.
8. Train and support staff, members, and survivors in our public policy work, on sharing their stories and legislative testimony.
9. Other general WSCADV staff member duties:
 - Participate in general WSCADV staff activities, including preparation for annual conference, 5K event, and advocacy day, and other duties as assigned.
 - Provide back-up logistics support as needed for trainings, webinars, and meetings.
 - Participate in domestic violence, multicultural, and anti-oppression activities and

trainings, and perform the above primary responsibilities and other duties consistent with WSCADV's [mission, Principles of Unity, and Theory of Change](#).

If hired as a Director, additional duties include a higher leadership level for the above, and:

10. Create story arcs, messages, talking points, visuals, and plans to communicate complex themes about programming and public policy advocacy, in common language and compelling imagery, for a wide audience, with staff, membership, and allies. (For example, for Team Up Washington, Domestic Violence Housing First research, and re-thinking criminal legal responses to violence.)
11. Working closely with WSCADV preventionists, make key contributions to our statewide prevention vision, strategic planning, messages, and products.
12. Lead, implement, and grow the Refuse To Abuse® award-winning program in partnership with the Seattle Mariners, including responsibility for annual ad development and collateral in English and Spanish.
13. Supervise at least 1 program staff, and contribute to organizational decisions.

Qualifications for Coordinator-level hire:

1. Minimum 3 years of experience in strategic communications, generating digital content, social media engagement, and earned media.
2. Minimum 3 years of experience in community-based survivor advocacy, public policy advocacy, or coalition-building on domestic violence or related social justice issues.
3. Working knowledge of domestic violence survivor-driven advocacy and principles.
4. Exceptional oral and written communication skills, as well as editing skills, that meet the needs of different audiences such as rural, urban, and Tribal domestic violence programs, survivors, elected officials and policymakers, and a diverse public.
5. Ability to translate complex ideas into powerful narratives and visual images.
6. Strategic thinking, conflict resolution, and negotiation skills to lead to positive outcomes.
7. Strong ability to work with domestic violence programs and survivors from a wide range of communities and backgrounds, including rural and BIPOC communities.
8. Demonstrated ability to manage multiple projects, including planning and time management skills to meet deadlines.
9. Tact, discretion, and ability to maintain an engaging approach with reporters, influencers, policy makers, membership, and others, along a diverse range of communication styles.

10. Ability to work independently and in an interactive, productive team environment.
11. Flexible with ability to learn and adapt to ongoing changes in work duties, processes, and technologies in a rapidly evolving nonprofit and as part of the movement to end violence.
12. Working knowledge of Microsoft Office software and social media platforms.
13. Commitment to advancing WSCADV's mission, Theory of Change, and Principles of Unity, including undoing racism, sexism, and other forms of oppression.

Qualifications for a Director-level hire:

14. Minimum 5 years of experience in strategic communications, generating digital content, social media engagement, and earned media.
15. Minimum 5 years of experience in community or policy advocacy, or coalition-building on domestic violence or related social justice issues.
16. Minimum 2 years of experience in an organizational decision-making, leadership role.
17. Minimum 2 years of experience in a role that included representing the organization and executive leadership and/or crisis response management.
18. Demonstrated experience leading teams and supervising people from diverse backgrounds.

Preferred Qualifications:

- Experience with fund development practices, events, and donor communications.
- Familiarity with Washington State, including rural communities, communities of color, Tribes, and LGBTQ, immigrant, refugee communities, and their strengths and challenges.
- Spanish, ASL, or other oral and written proficiency in languages common to Washington State is a plus.

TO APPLY: To apply, submit the following package by email:

- 1) A cover letter summarizing your interest in and relevant experience and abilities for this position, including your response (1-3 sentences) to this question: **“How can communications play a role in community response to domestic violence?”**
- 2) Your resume.

Email to: max@wscadv.org subject line: Comms Hire – [your last name]

Applications will be considered on a rolling basis, with a first screening on June 18, 2021.

Position open until filled. No calls, please. Black, Indigenous, and People of Color, people from other historically marginalized communities, and survivors of domestic violence are especially encouraged to apply.