



Position Announcement:
Communications Director
Applications due: February 22, 2010

Choice USA is working to empower the diverse, upcoming generation of leaders who promote and protect reproductive freedom – both now and in the future. We are dedicated to the right of each person worldwide to decide when and if they will have sex, when and if they will be pregnant, and when and if they will have a child. Choice USA provides tools, training and leadership opportunities to young people aged 15 – 30 to mobilize for reproductive information and services and win real victories for their campuses and communities!

Communications Director:

Choice USA seeks an experienced, creative Communications Director who is passionate about reproductive justice and community organizing! In close partnership with our Field and Development Departments, the Communications Director will implement a comprehensive strategy to integrate and reach our programmatic, policy and fundraising objectives. Reporting to the Deputy Director, the Communications Director is a senior management position and key component of the executive management team of Choice USA. The ideal candidate will be a skilled, compelling writer with a keen eye for detail; comfortable with online technology, content management systems and social networking; experienced with a broad variety of contemporary media; and highly motivated in a fast-paced environment!

Summary of Responsibilities:

➤ **Communications Planning and Management**

- Develop comprehensive, multi-year communications and messaging strategy that integrates organizational branding, materials development, online organizing and media
- Establish annual goals, benchmarks, workplans, outreach calendar and budget
- Work with Field to coordinate organizing outreach strategy
- Oversee Alumni program
- Manage annual "Generation Awards" selection process and event program
- Strengthen staff and member communications skills and capacity, including messaging, presentation, media, public relations and use of online tools
- Manage web-based database (Salesforce) and email list (Democracy in Action) and oversee integration process
- Develop and uphold consistency and style guidelines across print and electronic formats

➤ **Writing and Materials Development**

- Write and edit all communications content, including brochures, annual reports, fact sheets, advocacy and fundraising e-blasts, newsletters, toolkits and other and publications
- Provide ongoing communications support for Field and Development Departments
- Prepare and edit communications pieces for Executive Director and other staff, including speeches, articles, editorials, etc.
- Oversee design, production and dissemination of all materials

➤ **Online Activism and Technology**

- Implement online outreach strategy to strengthen our network and content reach
- Develop innovative online campaigns to engage members and activists
- Create, update and manage content and design for all online and electronic materials
- Administer Choice USA blog, including recruiting bloggers and expanding crosspostings
- Manage mass electronic communications in coordination with staff and outside vendors
- Assess, analyze and strengthen email campaign performance, member data and online user experience and services and establish best practices and key tactics for staff
- Manage website backend (Joomla) and blog backend (Wordpress)

➤ **Media**

- Oversee media outreach strategy, including proactively pitching stories, organizing earned media opportunities and engaging diverse audiences
- Respond to media inquiries, develop and strengthen press relationships and maintain archive
- Establish Choice USA as a resource for reporters, editors, policymakers, public officials and movement leaders
- Monitor media developments and coordinate responses with members and allies
- Write and edit all media materials

➤ **General**

- Core member of Choice USA's executive management team
- Represent Choice USA externally, as appropriate
- Support technology planning and oversight
- Manage consultants, as appropriate

Qualifications:

- Strong commitment to Choice USA's mission and values, particularly supporting women's right to choose and promoting youth activism and leadership
- Bachelors degree or equivalent in relevant field; minimum three years experience
- Experience directly developing and implementing communications strategies, particularly advocacy communications
- Superb writing, editing and oral presentation skills in English; other languages a plus
- Strong leadership and interpersonal skills, especially: excellent judgment, strategic thinking and problem solving and high level of initiative, creativity, flexibility and humor
- Demonstrated project management and budgeting skills
- Experience working with databases; Salesforce and/or DIA experience preferred
- Demonstrated success engaging activists online
- Demonstrated success managing and maintaining a website
- Familiarity with content management systems; Joomla experience preferred
- Proficiency with image-editing, desktop publishing and Microsoft Office software
- Experience in graphic design and layout (online and print) preferred
- Experience working with local, regional and national mainstream and ethnic media
- Able to take direction and feedback, and to share skills and knowledge
- Demonstrated experience with and commitment to working with diverse communities
- Solid knowledge of sexual and reproductive health issues
- Must be willing to travel and work some weeknights and weekends

Salary: Commensurate with experience. Excellent benefits.

Location: Washington, D.C.

To Apply: Applications will be considered on a rolling basis until **February 22, 2010**. Incomplete applications will NOT be considered. Please send cover letter, resume, 2-3 short communications pieces (at least 1 writing sample) and the names and contact information of three references to:

Choice USA
Attention: COMMUNICATIONS DIRECTOR SEARCH
1317 F Street NW, Suite 501
Washington DC, 20004
or
e-mail: dkhalsa@choiceusa.org

Choice USA is an equal opportunity employer. People of color, lesbian, gay, bisexual, transgender people and those with disabilities are strongly encouraged to apply.