

## Manager, Communications and Advocacy

<b>Reports to:</b>	<b>Chief Executive Officer</b>
<b>Supervises:</b>	<b>N/A</b>
<b>Department:</b>	<b>Communications &amp; Advocacy</b>
<b>FLSA Status:</b>	<b>Exempt</b>
<b>Position Classification</b>	<b>Regular, Full-Time</b>
<b>Work Schedule</b>	<b>Varies with normal hours being between 9:00am and 5:00pm, Monday – Friday, some Saturdays and evenings as needed</b>
<b>Last Revised</b>	<b>January 2019</b>

### About the YWCA National Capital Area (YWCA NCA)

**Mission** – The YWCA is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all.

**Vision** – Provide women and their families with the necessary programs that foster independence, economic stability and overall well-being.

**Bold Goal** – A majority of women and girls of color across the National Capital Area have the resources and support necessary to achieve personal, educational and professional success.

### Position Summary

The Manager, Communications and Advocacy is responsible for promoting the mission and programs of the YWCA National Capital Area (YWCA NCA) through media, communications and building relationships with external communities. The incumbent will serve as a primary liaison/interface with key stakeholders and partners to ensure that the maximum potential of the relationship is cultivated and maintained. The Manager, Communications and Advocacy will develop and execute a strategic communications and advocacy plan for the YWCA NCA. This is a dynamic role requiring a candidate skilled in building and maintaining an impactful digital presence, developing and writing compelling marketing, policy and advocacy materials and managing direct advocacy efforts.

### Position Responsibilities

- Develop and execute strategic communications and advocacy plan for the YWCA NCA.
- Build partnerships and participate in networks and coalitions with key stakeholders.
- Serve as a primary contact for key stakeholders. Foster and maintain positive relationships with all internal and external stakeholders.
- Maintain current knowledge of relevant racial and social justice issues.
- Identify and develop platforms for meaningful engagement of YWCA NCA and partners in relevant advocacy efforts.
- Identify and facilitate opportunities to increase the visibility of the YWCA NCA through participation in community and media events, conferences, rallies and other advocacy events.

- Liaise with YWCA USA staff on regular basis to coordinate advocacy agenda and support the national YWCA platform.
- Develop and update content for organization's website
- Develop and send e-newsletters and e-blasts in Luminate, Razors Edge or relevant constituent management systems.
- Write and edit compelling letters, speeches, marketing, presentation and press materials.
- Manage social media messaging and presence.
- Prepare legislative summaries and updates.
- Coordinate development of event materials (invitations, programs, signage, etc.)
- Support fundraising and development initiatives.
- Assist in planning, execution and follow-up of fundraising, program and other stakeholder events.
- Support the Advocacy Committee in the planning and execution of advocacy initiatives and events.
- Represent YWCA NCA at outreach and community events, and meetings and conferences that are aligned with YWCA mission and intended impact.
- Attend and participate in professional group & community partnership meetings.
- Drive follow-up from meetings to ensure agreed upon commitments are capitalized upon; and proper hand-off is made between external stakeholders and applicable internal stakeholders.
- Provide staff support to the YWCA NCA Young Women's Leadership Council.
- Meet with CEO regularly to review project goals and outcomes.
- Maintain accurate files/records and up-to-date organizational data.
- Prepare regular project and board reports and complete in a timely manner.
- Perform other duties and complete special projects as assigned by CEO and/or Senior Leadership Team.

### **Essential Knowledge, Skills and Experience**

- Bachelor's Degree
- Minimum of five years of professional experience in communications, public policy or advocacy in a nonprofit setting.
- Demonstrated understanding of the role of communications and advocacy efforts to increase awareness of racial and social justice issues.
- High level of creativity with the ability to solve problems and identify creative approaches to challenges.
- Excellent communications and interpersonal skills.
- Superb writing skills and the ability to draft written products in multiple formats that are concise and easy to follow.
- Proven ability to establish and maintain effective connections, with individuals from diverse backgrounds including colleagues, key stakeholders and business partners.
- Possess excellent time management skills with ability to coordinate multiple projects simultaneously, meet competing deadlines and manage multiple partnerships.
- Ability to be self-directed, prioritize, organize, problem solve and exercise sound judgment with minimal supervision

- High level of proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), Adobe Creative Suite, Canva, Luminare and social and digital media platforms.
- Comfortable working in a fast-paced environment.
- Ability to work non-traditional office hours, as required.

### **Working Conditions/Physical Requirements**

- The work is primarily performed in an office setting, with offsite meetings and worksite visits in the Washington Metropolitan area. Occasional overnight travel may be required.
- The incumbent must be able to read, write and interpret documents and perform highly detailed work.
- This is largely a sedentary position that requires the ability to speak, hear, see, and lift small objects up to 10 lbs.

**Interested applicants should submit a resume, cover letter, and two writing samples to [hr@ywcanca.org](mailto:hr@ywcanca.org).**

### **Equal Employment Opportunity Statement**

The YWCA National Capital Area is an Equal Opportunity Employer. We seek to recruit, hire and retain the most qualified individuals without regard to race, color, religion, national origin, citizenship, sex, age, gender, disability, marital or veteran status, personal appearance, sexual orientation gender identity or expression or any other characteristic or status protected by applicable federal, state or local law.

It is our intent and desire that equal employment opportunities be provided in employment, recruitment, selection, compensation, benefits, promotion and all other terms and conditions of employment.

*This job description is intended to convey information essential to understand the scope of the position. It is not intended to be an exhaustive list of skills, efforts, duties, or responsibilities associated with this position. Management may request that you perform other duties. An evaluation of your job performance is based on the job duties listed, as well as those to be assigned. Management reserves the right to revise this job description at any time. This job description is not a contract for employment and the YWCA/NCA, reserves the right to terminate the employment of any person for any reason that does not violate applicable state or federal laws.*