



Women's Voices for the Earth (WVE) is seeking an experienced, strategic communications professional who is results-oriented, values-driven, and dedicated to advancing WVE's vision of an inclusive and healthy future for all to serve as our **Communications Director**. Our ideal candidate is a thought leader on the cutting edge of policy, culture and communications. This position will lead the organization's communications team in meeting the goals outlined in our strategic plan, including design and implementation of communications strategies that advance the organization's programmatic, advocacy and development goals and leading an organizational rebranding process. This position reports to the Interim Co-Executive Director¹ and is part of the Leadership Team. **This is a fully remote position requiring occasional travel within the US.**

Mission & Vision

WVE drives action towards a future free from the impacts of toxic chemicals rooted in gender justice alongside those historically and presently ignored by the environmental health movement by leveraging an intersectional solidarity approach based on our expertise in research, advocacy and organizing.

WVE envisions a world free from the impacts of toxic chemicals, one where our planet and communities are thriving, one where our gender, race, sexuality, zip code, income level or job does not determine our health outcomes. We envision WVE as a community that is accessible, intersectional and empowering for LGBTQIA+ people, young people, Black people, Indigenous people, Latin@ people, Asian, Asian American, and Pacific Islander people, refugees, immigrants, people with disabilities, and working class people. We honor and recognize the intersectionality of these identities. We strive to put solidarity into action as we build this community.

Salary range: \$69,000 - \$85,000, based on a four-day (32 hour) workweek

WVE's philosophy is to pay competitive salaries and benefits for a national organization in the field of environmental health. Knowing that the nonprofit sector often underpays and overworks its people leading to burnout and departure from the sector, WVE strives to provide salaries and benefits that support the health and well-being of our valued employees. Our commitment is to invest in all staff regardless of title.

Duties:

The Communications Director leads organization-wide communications strategy and direction in alignment with WVE's mission, vision, and values.

Lead the development and implementation of a communications strategy that advances organizational goals

- Collaborate with Program staff on communications strategy to further programmatic and advocacy goals

¹ As WVE reviews and finalizes its long-term organizational structure, this position will be supervised by either the Co-Executive Director or Deputy Director of the organization.

- Implement new outreach and engagement strategies to grow WVE's base of actively involved constituents
- Collaborate with Development staff on fundraising communications strategy (email campaigns, annual report, event outreach, etc.), developing new streams of funding, assisting in proposal writing, tracking quantitative and qualitative metrics for grant reports, and other fundraising support, as assigned
- Lead coalition engagement related to communications strategies and alignment

Ensure that all organizational communications consistently reflect WVE values

- Lead organizational brand development and marketing
- Develop a consistent voice for WVE that reflects our gender-justice, anti-oppression lens
- Create/update messaging guidelines
- Develop narratives and talking points that make WVE's scientific and policy work more accessible and impactful to a variety of audiences
- Uplift voices/stories of people most impacted by the issues WVE's works on

Direct WVE's Communications department

- Supervise communications staff and support their professional development (direct supervision of WVE's Communications Manager)
- Develop and manage Communications budget
- Develop communications protocols and processes, including media campaign planning templates
- Track, evaluate and report on communications work
- Hold relationships with communications vendors, including developing RFP's, vetting potential contractors and assessing WVE's suite of communications technologies

Lead digital communications strategy

- Develop/implement website/digital communications strategy
- Lead vendor search and implementation of organizational rebranding and website redesign
- Oversee all aspects of the website, including regular updates of website content, troubleshooting with the website host, SEO optimization, and tracking and monitoring website activity
- Regularly assess and analyze all digital communications strategies including email, social media, blogger outreach, etc.
- Optimize WVE's use of EveryAction and other digital communications tools

Lead media outreach strategy

- Develop and implement WVE's proactive media strategy, with the goal of increasing media coverage in major national outlets and targeted regions; manage reactive media strategy, responding to unforeseen opportunities as they arise
- Serve as primary contact for the media, coordinating spokespeople and experts and acting as a media spokesperson as needed
- Write and distribute organizational press releases, cultivate media contacts and build positive relationships on behalf of WVE, building and maintaining media contacts database.

- Develop strategies for earned media and journalist engagement, including press releases, media-friendly events, briefings, opinion pieces, LTEs, etc.
- Ensure that all major activities (reports, studies, campaigns) include a solid media strategy as part of the project plan
- Develop messaging, talking points and spokesperson training for WVE board and staff members
- Optimize WVE's use of Meltwater and/or other online tools for media outreach

Lead the design and development of collateral materials, publications and other communications assets

- Review/inventory existing WVE communications assets, materials and content to assess whether items should be uplifted, updated, revised or retired
- Develop processes, timelines and templates for the development of WVE materials
- Work with WVE staff and designers to ensure that materials are consistent with WVE's brand and advance organizational goals

A Note on Qualifications to Applicants:

Part of our commitment to justice, equity, diversity, and inclusion is recognizing that the best candidates may not meet every qualification in a job description due to structural inequities and intersecting forms of oppression. **We strongly encourage candidates with less traditional backgrounds to apply, especially people directly impacted by toxic chemical exposure, BIPOC, trans, and non-binary folks, even if you do not fit the description perfectly.**

Requirements

Core Skills and Qualifications

- A commitment to [WVE's Mission, Vision, and Values](#)
- 8+ years experience in strategic, social justice communications, including at least 3-5 years in a leadership role
- Experience in at least one of the following: Environmental Health/Justice, Reproductive Health/Justice, Gender Justice
- Experience with staff supervision and professional development; Skilled, strategic, and relationship-oriented people manager
- Experience building communications strategies to support advocacy and development campaigns
- Ability to translate complicated and/or technical concepts for mainstream and diverse audiences
- Experience building a brand and marketing within a nonprofit context
- Experience building systems and managing multiple streams of work at a high level
- Proven commitment to anti-oppression work, gender justice, and leading in multiracial spaces: experience in working across race and gender, have a strong anti-oppression/power analysis that is rooted in lived experience, and enthusiastic to continue their learning and practice around anti-oppression, liberation, and Justice, Equity, Diversity, and Inclusion (JEDI) work. Must be enthusiastic about working in an environment led by gender-expansive people of color

Additional Skills & Qualifications

- Experience developing narratives and leading development of story-based strategy
- Knowledgeable about toxic chemicals and their impact on both the environment and human health

- Skilled in video creation and editing
- Skilled in Adobe Creative Cloud
- CRM management
- Experience managing Google analytics and Google AdWords grant accounts
- Commitment to language justice and experience developing culturally and linguistically appropriate communications for audiences from various backgrounds

Competencies & Assets

- High appetite for leading & collaborating through change and emergence
- Excited about starting projects from the ground up
- Highly collaborative, empathetic and compassionate
- Active listener and clear communicator who celebrates team successes and can take lessons from failures and apply them to future work
- A strong anti-oppression and power analysis that is rooted in lived experience

Application Info:

If the role of Communications Director feels like the right fit for you, please complete [this application form](#), including **submitting a cover letter, resume and 3 references combined into a single document** . *Optional:* You may also submit materials related to previous communications work to support your application.

We will begin reviewing resumes on a rolling basis and begin interviews in mid-June. The interview process will include a practical assignment based on the duties of this position. Candidates asked to complete this phase will be compensated for their time.

Benefits:

WVE offers a competitive salary and benefits package that includes:

- 32-hour work week (Fridays off, with Flex policy when weekend work is needed)
- 100% employer paid health, dental, and vision insurance for full-time employees
- Monthly home office and phone stipend
- Retirement match up to 3%
- Generous paid leave including 6 weeks of full office closure each year
- Professional growth stipend
- Access to the National Employee Assistance Program that provides short-term counseling services to employees and their families, in addition to wellness programs, legal services, and more
- 3 month paid sabbatical after 5 years of employment
- A flexible, responsive work environment that centers transparency, trust-building, and accountability

At Women's Voices for the Earth, we believe that a workplace that centers justice, equity, diversity and inclusion makes our work more impactful and innovative. We encourage people from all backgrounds, ages, abilities, and experiences to apply. We are an equal opportunity employer. We do not discriminate on the basis of race, color, ancestry, religion, national origin, sexual orientation, age, citizenship, marital or family status, disability, gender, gender identity or expression, pregnancy or caregiver status, veteran status, or any other legally protected status. We will ensure that individuals with disabilities are provided reasonable accommodations to participate in the job application and interview process, to perform essential job functions, and to receive other benefits and privileges of employment.