

## Job Description

**Position:** Associate Director of Marketing & Communications

**Responsible to:** Director of Marketing & Communications

**Location:** New York HQ

**Departmental Role:** To be stewards of the Girls Inc. brand, build its visibility, and effectively communicate the Girls Inc. point of difference.

**Summary:** To work with the Director of Marketing & Communications and staff to lead communications strategies to shape the voice of Girls Inc., strengthen the organization's reputation and thought leadership position, and increase the visibility of Girls Inc. and the issues girls face.

### Responsibilities:

- Develop and execute messaging and content development strategy; lead creation of marketing and branding materials including key messages, one-pagers, and fact sheets
- Maintain a unified voice for Girls Inc. and ensure consistency across all communications channels including email, website, social media, press, events, reports, and other collateral
- Lead media relations activities, including tracking and analyzing news, responding to requests, media pitching, and building and maintaining relationships with reporters and editors at top, national publications
- Write, edit, and produce media materials, including press releases, media alerts, opinion editorials, and letters to the editor
- Identify emerging issues and trends affecting girls and the sector, and work with executive leadership, including the Girls Inc. President & CEO, to create and communicate expertise and solutions
- Coordinate public speaking opportunities and events, including preparation of talking points, speaker preparation, and collection and delivery of requested assets and materials
- Produce national fundraising events and other speaking engagements, including speechwriting, speaker preparation, securing media coverage, and day-of event production
- Oversee development of awareness initiatives related to the organization's direct service and advocacy work to determine communications needs, recommend solutions, and execute strategies to meet defined goals
- Work cross-functionally with internal teams and third-party vendors to ensure that time-sensitive materials are developed, reviewed, and ready for public consumption on schedule
- Provide guidance and support to the affiliate network on messaging strategies and media relations opportunities

### Qualifications:

- B.A. degree. Master's degree a plus
- A significant number of years of relevant work experience reflecting progressively higher levels of responsibility
- Excellent written and verbal communication skills, and the confidence and knowledge to provide counsel and recommendations to colleagues



Inspiring all girls  
to be strong,  
smart, and bold

- Deep commitment to and understanding of gender equity, youth development, and social justice issues
- Excellent organizational, problem-solving, and interpersonal skills; strong project management and leadership skills
- Must be able to appreciate, embrace and advance diversity and have experience working with multicultural populations, and adhere to all Girls Inc. Organizational Values, which are:
  - Recognize and support the strength in every girl.
  - Respect the dignity of each human being and demonstrate genuine care and concern for the well-being of others.
  - Understand and appreciate diversity, embrace inclusiveness, and advance equity.
  - Drive for results anchored in integrity and accountability.
  - Collaborate for impact.

**How to Apply:**

Interested applicants should send a resume including a cover letter and three writing samples to: [humanresources@girlsinc.org](mailto:humanresources@girlsinc.org). We are looking to fill the position as soon as possible.

Applications will be accepted and reviewed on a rolling basis until the appropriate candidate is found.

No calls, please.

**AN EQUAL OPPORTUNITY EMPLOYER**

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