



Inspiring all girls
to be strong,
smart, and bold

Job Description

Position: Director of Marketing & Communications

Responsible to: Vice President of Marketing & Communications

Location: New York HQ (Hybrid Schedule)

Background: Girls Inc. inspires all girls to be strong, smart, and bold through direct service and advocacy. We work with schools and in communities to provide the mentoring relationships, safe spaces, and evidence-based programming that are proven to help girls succeed. Girls build the knowledge, skills, and confidence to lead change in their lives and effect change in the world. Girls Inc. also works with and for girls to advance legislation and policies that increase opportunities for all girls. Together with partners and supporters, we are building a new generation of leaders. Join us at www.girlsinc.org.

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

Summary: Oversee the work of the Marketing & Communications department and lead the development and implementation of messaging strategies to establish Girls Inc. as the leading girl-serving organization.

Responsibilities:

- Helps oversee the department's work along with the VP of Marketing & Communications; supervises the Senior Creative Manager and Digital Communications Manager, and supports the oversight of M&C Interns as needed.
- Leads messaging 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.
- Responsible for maintaining a unified voice for Girls Inc. and ensures consistency across all communications channels including email, website, social media, press, events, reports, and other collateral.
- Leads 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.

- Writes, edits, and produces media materials, including press releases, media alerts, opinion editorials, and letters to the editor.
- Identifies emerging issues and trends affecting girls and the sector, and works with executive leadership, including the Girls Inc. President & CEO, to create and communicate expertise and solutions.
- Coordinates and oversees public speaking opportunities and events, including preparation of talking points for staff and Girls Inc. participants, and the collection and delivery of requested assets and materials.
- Helps oversee Brand Ambassador Council work. Assists in the creation of the "curriculum," attends meetings, helps with professional development, and coordinates the involvement of colleagues or outside experts who will also be part of their development.
- Produces national fundraising events, including speechwriting, speaker preparation, securing media coverage, and day-of event production.
- Oversees 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.
- Works 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.
- Provides 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
- Experience supervising staff
- Excellent written and verbal communication skills, and the confidence and knowledge to provide counsel and recommendations to colleagues
- 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:



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- 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 to humanresources@girlsinc.org. Candidates will also be asked to provide writing samples. 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

Rev. 4/2022