Job Description

Position: Associate Director, Marketing & Communications

Responsible to: Director, 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, assist in shaping the voice and public image of the organization through events, digital marketing, fundraising partnerships, and social media, and increase the visibility of Girls Inc. and the issues girls face.

Responsibilities:

- Write compelling stories of Girls Inc. girls and their experiences and effectively communicate the organization’s transformational impact.
- Strategize and implement Girls Inc. presence and messaging across all platforms including earned media, web, social media, and event opportunities.
- Produce national fundraising events, including speechwriting, speaker preparation, securing media coverage, and day-of event production.
- Write press releases, talking points, op-ed pieces, and letters to the editor.
- Lead program, research, public policy, and development colleagues in planning and updating organization editorial calendar driving media, branding, and digital promotions.
- Develop and maintain relationships with representatives of national and local media.
- Coordinate staff interviews, on-camera appearances, and all other contact with press.
- Participate in donor communications strategy development, planning, and reporting.
- Integrate marketing into fundraising drives, program and advocacy awareness, and corporate partnerships.
- Work with department to take advantage of emerging web and media trends.
- Provide branding, media relations, messaging consistency, and social media guidance and support to affiliate network.
- Develop and maintain working relationships with departments, affiliates, consultants, and vendors.

Qualifications:

- B.A. degree
- Seven to ten years of professional experience in marketing and communications
- Excellent writing and editing skills
- Excellent organizational, problem-solving, and interpersonal skills
- Understanding of all forms of media
- Demonstrated success in media placement and project management
- Computer literacy, including a thorough knowledge of social media
- Collaborative work style
- Commitment to gender equity issues
- Experience in representing a diverse, multicultural population
- Spanish language proficiency a plus
How to Apply:  Qualified candidates should send resume with cover letter, including salary range/requirements, to the link below.

No calls, please.

https://girlsinc.secure.force.com/recruiting/OpenPositionDetail?ph=d5e1a8e046efa7673071f762a0b9e5d38641e211617efbe22de221ca3ce17706

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