



New York City Anti-Violence Project
116 Nassau Street, 3rd Floor
New York, New York 10038
212.714.1184 *voice* | 212.714.2627 *fax*
212.714.1141 *24-hour hotline*

JOB ANNOUNCEMENT – DIRECTOR OF COMMUNICATIONS

The New York City Anti-Violence Project (AVP) is excited to welcome a new member to our team! We are looking for a passionate and innovative candidate to lead our organization's communications department. The Director of Communications will work in tandem with the Executive Director and the Communications Coordinator to develop and implement comprehensive communications strategies that uplift and further the impact and reach of AVP's programs.

AVP empowers lesbian, gay, bisexual, transgender, queer (LGBTQ), and HIV-affected communities and allies to end all forms of violence through organizing and education, and supports survivors through counseling and advocacy. We were one of the first LGBTQ anti-violence organizations in the country and remain a leader in the anti-violence movement.

The Director of Communications works with AVP staff and Board to create and execute a communications strategy that builds our connection to all of our constituencies and engages them in the agency's mission, goals and programmatic work. The Communications Director will direct the work of AVP's Communications team, overseeing the organization's marketing, branding, public/media relations, and digital engagement efforts to more deeply engage with existing audiences and broadly engage with new ones. As a member of AVP's management team, the Director is charged with developing and implementing organizational communications initiatives to strengthen AVP's ability to meet its strategic goals and achieve its vision. The Director of Communications will be responsible for the overall management of communications staff, and will be charged with strategically growing the communications department, including adding a new full-time staff person slated to begin in early 2022.

The ideal person for this job is a highly organized and detailed communications strategist with strong press and crisis communications skills. The ability to develop goals and the metrics to track them is essential. A depth of experience and familiarity with written, spoken and digital communications is also key. The candidate should have a passion for storytelling with an eye towards developing effective narratives for our various audiences including clients, community members, donors, foundations, corporations and public officials. A commitment to ending violence within and against LGBTQ and HIV-affected people and communities is a must. Candidates fluent in Spanish, as well as English, are strongly encouraged to apply.

Key Responsibilities:

- Lead development, implementation, and measurement of an organization-wide communications strategy:
 - Work collaboratively across agency departments to develop a communications strategy; meet regularly with the Board Communications Committee to support the strategic direction of the agency's communications.
 - Assess communications needs and help build a department to message.
 - Articulate AVP's mission and programming in ways that effectively engage our multiple audiences.
 - Guide and participate in creation of all printed and electronic communications, including the organization's website, mailing lists, and social media accounts.
- Lead media relations:

- Develop and steward external relationships across all aspects of Communications, especially with members of the media and organizational partners.
- Expand press coverage of the organization's work.
- Foster and maintain relationships with news media editors and reporters.
- Conduct regular outreach to press and communications outlets.
- Prepare agency spokespeople for interaction with the press; occasionally serve as a representative and spokesperson to press.
- Ensure monitoring of local and national news coverage for incidents of violence against LGBTQ individuals to write community and media alerts, as well as nationally published reports.
- Grow the agency's audience:
 - Track communications and marketing results, and report to AVP's Executive Director and Board of Directors on agency communications.
 - Take lead responsibility for coordination and tracking of constituent engagement across AVP communications assets.
 - Partner with the fundraising team in the development, promotion, and execution of fundraising events and efforts.
- This role serves as a member of AVP's management team, helping lead the organization to achieve its mission:
 - Supervise, coach, and mentor the Communications Department staff.
 - Lead annual goal-setting processes within the Communications department.
 - In collaboration with Finance team, develop and manage department budgets.
 - Participate in organization-wide strategic planning and organizational culture building initiatives.

Applicants should have:

- At least 5 years of experience in a communications leadership role ideally as a director, deputy director or principal.
- A least 5 years of experience supervising staff.
- A proven track record of designing and executing communications strategy with an eye towards enhancing, reinforcing or extending organizational reputation capacity;
- The ability to develop clear communications goals and the metrics to measure progress across various platforms.
- The ability to build and manage a communications team including staff and contractors.
- Confidence managing press and external partners.
- Experience with Microsoft Office Suite, WordPress, and email marketing software, like MailChimp.
- A sincere commitment to work collaboratively with all of our major stakeholders, including staff and board members, clients, community members, volunteers, donors, and all other supporters.
- The ability to prioritize and follow through effectively.

This position offers the opportunity to work in an organization that:

- Approaches our work from anti-oppressive and trauma-informed principles, internally and externally, recognizing we always have room to grow.
- Values collaboration and creativity in our passionate team.
- Centers our work on those most impacted by violence, working to find community-based, and community-led solutions.
- Is committed to providing strong supervisory support and professional development opportunities.

This is an at-will, exempt position with a salary range of \$95,000 - \$110,000. Hours are generally 10am – 6pm, Monday through Friday with schedule flexibility to accommodate

evening and weekend events and crisis communication. This position is based in the AVP office in Manhattan, but is currently remote due to COVID-19.

Good benefits and working environment. Benefits include, but are not limited to, paid time off amounting to over 5 weeks in first year of employment plus generous sick time, medical, dental, vision, life, and disability insurance, 403(b) retirement investment plan (employee contribution only), flexible spending accounts for medical and transit costs, pooled sick leave, paid family leave, and flexible/remote work options.

Interested applicants can upload their cover letter, resume, and two short writing samples as a single PDF to <https://bit.ly/avpishiring> by November 19, 2021.

No phone calls, please. Candidates will be notified if we are seeking an interview; because of the high volume of responses, it will not be possible to respond to all inquiries. Interviews will be scheduled as applications are received.

AVP is committed to providing equal employment opportunity to all qualified individuals and endeavors to hire individuals of diverse races, colors, creeds, ethnicities, religions, genders, gender identities or expressions, ages, sexes, sexual orientations, national origins, disabilities, and citizen, marital, veteran and HIV statuses. There is no minimum education requirement for this position.