

PENNSYLVANIA COALITION AGAINST DOMESTIC VIOLENCE

Job Title: Director of Communications
Department: Fund Development/Communications
Reports to: Chief Philanthropic Officer
FLSA Status: Full-time, Exempt
Approved By: Human Resources

BELONGING, DIGNITY, JUSTICE (BDJ) STATEMENT OF RESPONSIBILITY FOR MANAGEMENT

PCADV is dedicated to occupying a continuous effort at every level for positive, lasting transformation and growth to occur all while prioritizing our CORE values of: Integration, Prevention, and Change. Expectations of Management in Supporting a Culture of Accountability. To be a leader at PCADV is to assume a heightened responsibility for ensuring that the organization is living up to our values. In addition to the behaviors described above, PCADV employees in leadership roles are expected to:

- Accountability
 - Serve as facilitators and participants in conflict resolution
 - Communicate with PCADV leadership on organizational culture issues that might be impacting team members and dynamics
- Celebrate
 - Be proactive about celebrating team members
 - Participate in equitable practices around celebrating the diversity within your team and at PCADV
- Engage
 - Facilitate the engagement of staff in PCADV culture
- Identify Challenges and problem solve
 - Take responsibility for identifying challenges and problem solving at the individual and collective level
- Discover
 - Contribute to PCADV's growth and development as a team and an organization

POSITION SUMMARY

The Director of Communications ensures the organization's mission, vision, products and/or services are being promoted accordingly and consistently across all platforms by generating and deploying internal and external communications consistent and engaging with its target demographics. Primary functions include serving as the organization's brand and creative director, directing the development and implementation of communications campaigns, developing marketing materials, proofreading and copy editing, directing PCADV communications projects, supporting public relations activities, and organizing events.

SUPERVISORY RESPONSIBILITIES

This position supervises the Communications Specialist.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Direct the organization's digital media strategy and oversight of social media/digital communities
- Guide strategies for communications campaigns and campaign engagement
- Guide content and support other departments with their content development (internal/external communications, newsletters, appeals, letters, curriculum, presentations, press releases); provide proofreading & copy editing as needed
- Oversee all digital marketing/advertising strategies
- Collaborate with fund development on fundraising strategies and data management
- Prepare and implement PCADV's annual communications plan, including content development, across communications channels
- Serve as the liaison to the media; direct media relations; serve as spokesperson when needed
- Serve as the organization's brand/creative manager to ensure the organization's brand is consistently communicated across internal and external audiences
- Ensure the timely collection and management of monthly, quarterly, annual and campaign-specific analytics reports
- Direct PCADV's website creative and content strategy
- Manage communications vendor relationships and contracts
- Develop and manage communications budget and contribute to organizational budget process
- Serve as a communications adviser to senior management on crisis communications, internal communications, and other topics as needed
- Train staff on communications procedures, communications campaigns, and project-planning
- Provide technical assistance to programs on digital and printing technologies and communications strategies as needed
- Attend and participate in PCADV staff meetings, delegation meetings and in-service trainings as requested
- Perform other duties as assigned

EDUCATION/EXPERIENCE

Bachelor's Degree in Communications or Marketing preferred;

- Minimum of seven years of experience in communications and or marketing; OR equivalent combination of relevant experience and/or education will be considered

OTHER REQUIREMENTS

- Commitment to PCADV's mission and vision
- Ability to maintain confidentiality
- Ability and willingness to work cooperatively with a diverse group of people
- Knowledge in domestic violence, sexual assault, human trafficking, stalking and/or victim services is preferred, but not required

ADDITIONAL SKILLS & ABILITIES

- Initiative and ability to work beyond instructions and problem-solving skills
- Demonstrated ability to effectively manage time multi-task and shift priorities when needed
- Demonstrated ability to work independently as well as collaboratively
- Ability to exercise independent initiative and sound judgment to identify problems and propose workable solutions
- Excellent written and verbal communication skills required
- Ability to communicate effectively and courteously
- Demonstrated experience in social media, content creation and publishing, brand management, print and digital design, and digital ad management
- Experienced Mac user
- Proficient in Adobe Creative Suite and Microsoft 365

REASONING SKILLS

- Excellent problem-solving skills and the ability to facilitate critical thinking processes.
- Ability to develop and maintain cooperative relations with a diversity of individuals and organizations.
- Demonstrated ability to manage time, evaluate progress, and adjust activities to complete work within established time frames; ability to effectively handle multiple tasks at one time.
- Ability to work independently as well as collaboratively.

COMMUNICATION SKILLS:

- Excellent writing and editing skills.
- Skilled in verbal presentation and communicating effectively with a wide variety of people and audience.
- Experience with meeting facilitation, training and public speaking.
- Ability and willingness to work cooperatively with a diverse group of people in person, in writing and verbally.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to talk, hear/listen, and utilize a telephone and computer system. The employee may frequently move and sit. Specific vision abilities required by this job include ability to adjust focus. Some overnight travel may be required.

WORK ENVIRONMENT

The work environment described here is representative of those employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to

enable individuals with disabilities to perform essential functions. This position is able to be performed remotely, so the work environment may vary depending on the employee's preferred working conditions.

Note: Pennsylvania resident with proximity to Harrisburg is prioritized, position is remote-based work with some travel required.