

Job Announcement

Director of Communications and Campaigns, Promundo-US
Washington, D.C. August 2021

Overview

Promundo-US, an international non-governmental organization (NGO) working to advance gender equality, promote healthy masculinity, and prevent gender-based violence, seeks a full-time Director of Communications and Campaigns. The position is based in Washington, D.C. with a hybrid work-from-home model, and requires up to 30% domestic and international travel (once work travel resumes). The Director of Communications and Campaigns forms part of Promundo's Strategic Growth and Engagement team, the members of which are based in D.C.

About Promundo

Promundo is a global leader in advancing gender equality and preventing violence by engaging men and boys in partnership with women and girls and individuals of all gender identities. We believe that working with men and boys to transform harmful gender norms and unequal power dynamics is a critical part of the solution to achieve gender equality. Promundo generates high-quality, impactful research, and sparks critical dialogue through our global campaigns to advance gender equality, healthy masculinity and violence prevention. Since 1997, Promundo's initiatives – in collaboration with partners in more than 55 countries – have reached nearly 10 million people through programs and training, campaigns and community engagement; and over 2 billion potential viewers through media, resulting in broader awareness around gender equality and violence prevention, as well as changes in attitudes and behaviors related to intimate partner violence; sexual and reproductive health and rights; and domestic work and caregiving, among others. For more information, visit: www.promundoglobal.org.

Job Description

The Director of Communications and Campaigns is a FT exempt position reporting to the VP of Strategic Growth and Engagement and joining the Senior Management team. This position will lead collaborations with major brands, develop a vision and action plan for the organization's communications campaigns across media platforms, drive a global conversation about the role of men and boys in advancing gender equality, and will collaborate with leaders in our network to amplify the voices of global experts and the organization's work with incredible international partner organizations. The Director of Communications & Campaigns is joining Promundo at an exciting inflection point and will play a critical role in helping shape the vision for the organization's next strategic plan.

You are an ideal candidate for this role if you are a skilled relationship manager and experienced communications professional with a background in issue advocacy or non-profit comms. You love figuring out new angles and entry points on a story and you're thoughtful about what motivates and incentivizes people to act. You are someone who sees exciting possibilities to take action, and thrives when taking a concept from ideation to execution. You are also a collaborative leader who isn't afraid to roll up your sleeves, and you share a deep commitment to gender and social justice.

The primary responsibilities of the Director of Communications and Campaigns include:

- **Media relations:** Drive high impact organizational media relations strategy.
 - Take ownership over earned media approach for organizational initiatives
 - Manage day-to-day media outreach with an eye towards developing the overarching Promundo narrative
 - Monitor the news cycle to identify proactive opportunities for media coverage; be creative in identifying opportunities integrate issues relevant to masculinities and Promundo's studies in the news cycle and creating media moments for the org, issues, and launches of our landmark studies (e.g. [State of the World's Fathers](#), [The Man Box](#), [Representations of Masculinities in TV & Streaming](#), [The Double-Edged Sword of Online Gaming](#), etc.)
 - Manage rapid response opportunities; identifying plan of action, message and crisis control if needed, in conjunction with the VP of Strategic Growth & Engagement
 - Manage paid media opportunities in conjunction with the digital strategy consultants
 - Build media lists, manage distributions, and provide regular reporting
 - Liaise with external media partners and agencies
- **Spokesperson Cultivation:** Work with org network to develop senior leadership, advocates, and Promundo surrogates as spokespeople for media opportunities.
 - Identify media opportunities for senior leadership and advocate spokespeople to build dialogue around Promundo's issue areas and campaigns
 - Run media training workshops, media prep, and after action media reviews for spokespeople
 - Prioritize building a diverse bench of spokespeople
- **Campaign Leadership, Branding and Messaging:** Develop organizational message and materials, and provide message and design input and consistency across the organization with emphasis on Promundo's flagship campaigns.
 - Write and edit excellent materials for press: op-eds, press releases, talking points, issue statements, etc.
 - Provide message guidance and highlight opportunities to digital strategists for social media, email, mobile advocacy, ads, and our website
 - Provide message and media guidance for partnerships and program initiatives
 - Lead message trainings with staff and key stakeholders (e.g. board members and fellows)
 - Ensure communications guideline documents are up-to-date
 - Collaborate with research and program departments to ensure proposed products align with the intended impact and audiences

- Develop and manage Promundo’s flagship campaigns (i.e. [MenCare](#), [Global Boyhood Initiative](#), etc) and events that advance Promundo’s narrative shift portfolio, expand awareness of Promundo’s key issues, and/or support fundraising efforts
- **Thought leadership:** Work with the VP of Strategic Growth & Engagement to develop and implement thought leadership opportunities tied to significant tentpoles.
 - Support with the development of interviews, series, and media events
 - Lead outreach and pitches to podcast networks
 - Provide tailored support and prep to org leadership
- **Management:**
 - Manage the communications team (staff: Editorial and Brand Management Assistant, Community & Digital Marketing Associate; and consultants: Digital Agency (on retainer), Creative Agency (on retainer), and occasional interns)
 - As department-head, manage department budget, including estimates and concepts for communications-related projects (including sub-contracts, production costs, and staff time)
 - As a member of the Senior Management team, collaborate with other org leaders to inform decisions relevant to the org’s workplace culture

Please view this as a general overview, but not a mandatory list. If you feel passionate about our efforts and believe that you have the skills to contribute and lead in this role, do apply. We want to hear from you!

REQUIRED QUALIFICATIONS:

- You have a strong commitment to [Promundo’s mission and organizational values](#).
- You have a Bachelor’s degree in a related field (e.g. communications, public relations, marketing, gender studies, business, etc.), and a minimum of 5–7 years of communications experience including in designing and executing communications strategy; developing communications for campaigns; and ensuring brand-management across channels.
- You prioritize building strong, ongoing relationships with members of the press, and look for opportunities to leverage these relationships to move the work forward.
- You are persistent and relentless. If you need a response from someone, you have no problem picking up the phone as many times as needed.
- You’re a voracious media consumer. You are up to speed on all the news, all the time, and can spot opportunities to tell a compelling story in any news cycle.
- You’re a strong writer. You’re comfortable writing multiple types of content, including press releases, op-eds, and other thought leadership content.
- You’re successful in a startup environment. You’ve worked collaboratively with a team that is building-while-doing, and are excited to work responsively with program, research, development, and operations staff. You can offer and receive corrections with kindness and good humor.
- You have a deep and demonstrable commitment to diversity, equity and inclusion. You’re kind to others and to yourself.

Desired Qualifications (not mandatory)

- Fluency in a second language – Spanish and/or French is preferred
- An understanding of the US and global gender equality space and the key partner organizations
- Experience working with diverse teams and partners across sectors (including women’s rights groups, corporate partners, government representatives, civil society).
- Experience managing a major digital development project (e.g. website design (Wordpress); and graphic design (Adobe Creative Suite, Canva); SEO; online fundraising)

Compensation

Salary range \$85,000-\$110,000. The position includes fully paid health insurance, four weeks paid leave (and supplemental parental and caregiving leave), and retirement benefits.

Start Date

Proposed starting date is September/October 2021.

To Apply

To apply, please send the following in **one single PDF file labeled FirstNameLastName_Communications** to jobs@promundoglobal.org. Applications will be reviewed on a rolling basis and interviews will begin ASAP.

1. Resume
2. In lieu of a cover letter, please answer the following questions:
 - Why are you passionate about engaging men and boys to advance gender equality?
 - Tell us about a time you were creative in pitching members of the press and landing a story.
 - What are the top three things from your previous experience that would make you successful as the Director of Communications and Campaigns at Promundo?

Please write “Director of Communications and Campaigns” in the email subject line, and please note that only shortlisted candidates will be contacted. Thank you for your time and interest.

Equal Employment Opportunity Statement

Promundo-US is committed to creating and maintaining a diverse and inclusive working space for all employees and to providing employees with a work environment free of discrimination and harassment. All qualified applicants will receive consideration for employment without regard to age, race, color, religion, creed, national origin including ancestry, ethnicity, sex including pregnancy, gender, gender identity, gender expression, and transgender status, disability, alienage or citizenship status, military status, including past, current, or prospective service in the uniformed services, genetic information, predisposing genetic characteristics, marital status, domestic violence victim status, familial status, actual or perceived sexual orientation.