



National Advocates  
for Pregnant Women

N A P W

## **NAPW JOB ANNOUNCEMENT**

**[NEW SEARCH]**

<b>JOB TITLE:</b>	<b>Media &amp; Communications Manager</b>
<b>JOB TYPE:</b>	Full-Time; Regular; Exempt
<b>JOB LOCATION:</b>	New York City (Office-based position)
<b>COMPENSATION:</b>	Competitive salary; Generous benefits

National Advocates for Pregnant Women (NAPW) is a small nonprofit 501c(3) organization that works to secure the rights and human dignity of all women, particularly pregnant and parenting women and those who are most vulnerable to state control and punishment including low income women, women of color, and drug-using women. NAPW uses an integrated set of strategies that combines legal advocacy; local and national organizing; and public education. NAPW seeks to build bridges across diverse public health and social justice movements, and to connect local organizing and activism with national advocacy and policy work. NAPW has a commitment to advancing the civil and human rights of all people including transgender people. The organization is actively involved in ongoing court challenges to punitive reproductive health and drug policies and provides litigation support in cases across the country.

NAPW engages in:

- Litigation, litigation support, and public policy development;
- Public education including continuing education programs, being a media resource and acting as a national clearinghouse that provides lawyers, activists, policy-makers, organizers and the media with essential information on case law, legislation, and social science data regarding the war on abortion, the war on drugs, mass incarceration and birth justice;
- Grassroots and grass-tops organizing including support for state-based programs and supporting people directly affected by punitive policies.

### **Position Description**

NAPW seeks an experienced **Media & Communications Manager (MCM)** to generate positive national media coverage advancing our advocacy initiatives, and expanding the organization's media recognition, visibility and presence. The ideal candidate will have a demonstrated track record of successful proactive and reactive media relations expertise, rapid response instincts, and for creative and successful development/implementation of internal and external media initiatives. The Media & Communications Manager must be an excellent writer, comfortable working within the organization's collaborative approach to writing, and give exceptional attention to detail. It is critical that s/he understand the importance of targeting communications, including how to write for a specific audience and select the most effective communications medium. The person must also understand the importance of consistency in communications.

The Media & Communications Manager is a successful professional with extensive communications/media/public relations experience in nonprofit advocacy settings. Ideally, the MCM possesses interest in and commitment to one or more of the following areas: reproductive, economic, racial and social justice; women's rights; human rights; abortion rights; civil rights. As the sole communications staff, s/he will have the opportunity and responsibility to directly handle all communications-related operations and will manage and implement all communications projects. Working collaboratively with the Executive Director (ED), Senior Management Team (SMT) and litigation team, the MCM will implement and manage a complete strategic communications plan, including message development, story placement, website maintenance and development of materials. The Media & Communications Manager reports to the Executive Director (ED) and will act as the primary communications resource for NAPW.

### **Responsibilities include (but are not limited to):**

- Working with the SMT and program staff to advance NAPW's over-arching reproductive justice goals and priority issue areas via strategic communications;

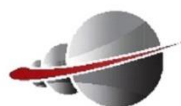
- Working collaboratively with ED and SMT to manage media relations. Conducting media outreach and drafting crisis communications messages and correspondences; Assisting in securing high-profile, speaking engagements; Developing messaging and talking points;
- Managing NAPW's primary and project-specific websites, this includes: generating and posting content on a regular and timely basis, preparing or securing text and images; keeping the websites fresh by posting updates such as announcements, bios, links, photos, videos, and other content; regular upkeep of the websites to streamline navigation and ensure clarity of content;
- Authoring the organization's Activist Update and blog, and sharing with key stakeholders; Managing NAPW's email marketing system (Constant Contact) and maintaining the organization's supporter database;
- Contributing to NAPW's social media channels on a daily basis; managing the blog, Facebook, Twitter, YouTube, LinkedIn accounts and postings; curating and authoring content; tracking and reporting social media metrics;
- Writing/distributing/posting press releases, op-eds, videos, announcements and statements relevant to NAPW's advocacy; managing creation of and placement in communications platforms of philanthropic and advocacy partners;
- Drafting and editing/updating traditional institutional collateral such as fact sheets, information kits and other print materials; Managing the visual presentation of all agency print and electronic materials such as letterhead, use of logo, brochures, website look, etc.;
- Managing the re-design and launch of NAPW's primary website; Managing technical upkeep of the website by interacting with IT providers, hosts and domain registration companies;
- Managing NAPW's external-facing events, including report releases, conferences, etc; Working with staff when attending and/or executing special events/press conferences, including developing event communications; Taking photos at events as needed and/or hiring and managing photographers/videographers on a project basis; Managing photo shoots;
- Identifying, inviting, and preparing speakers, experts, panelists for events; ensuring that all NAPW staff, event participants, and invited guests receive the information needed;
- Managing outside consultants and contractors who provide such services as graphic design, video production, editing, photography, web development and support, etc.; Maintaining listing and archive of NAPW-related media stories, photos and videos;
- Designing digital presentations for internal and external meetings as may be requested; Preparing communication reports for Board meetings, including activity and coverage updates, impact, outreach and proposed budgets;
- Representing NAPW at community and networking events; accompanying the Executive Director or SMT, or serving as proxy when needed;
- Providing input to all staff on external communications; Editing communications materials written by staff and ensuring all communications adhere to the organization's style guide;
- Managing all inbound press/media inquiries - serving as media contact and spokesperson, fielding and coordinating interview requests for SMT, board, staff. Also clients, external partners, and experts as required; Maintaining a database of media contacts;
- Participating in staff meetings and conferences as needed to gain knowledge about advocacy efforts and case activity;
- Developing and managing media trainings for SMT, staff, board and other spokespeople;
- **ADDITIONAL RESPONSIBILITIES AS DETERMINED BY THE EXECUTIVE DIRECTOR.**

**The ideal candidate will possess the following minimum qualifications:**

- BA/BS degree required in communications, journalism, public relations or related field; related graduate degree desirable;
- 5-10 years of experience as a strategic media & communications advisor for a significant nonprofit advocacy organization, foundation or for-profit entity with personal interest in reproductive justice, racial and social justice, women's rights, abortion rights, human rights; Comparable experience with a reputable public relations agency may be considered;
- A highly-collaborative style and experience developing and implementing successful strategic communications plans;
- Demonstrated exceptional writing, editorial, and verbal communications skills and a proven ability to communicate effectively to diverse audiences;
- Experience in multi-faceted public policy advocacy campaigns involving coordinated media/communications, policy analysis, legislation, and organizing approaches; Past experience establishing and strengthening a non-profit brand;
- Ability to synthesize and summarize complicated subject matter into coherent, engaging, concise, factually-accurate, and well-written narratives for a variety of audiences across multiple media channels;
- Confidence in presenting one's own ideas and diplomatically persuading others as appropriate;
- Ability to build and leverage relationships within and external to NAPW to assemble networks that facilitate positive outcomes;
- Ability to act effectively as a trusted advisor to senior management and all levels of an organization;

- A strong record as an implementation-oriented leader who can manage multiple key initiatives simultaneously and efficiently;
- Tech savviness, including experience with digital media, graphic design software and best practices, as well as website design and management;
- Keen research skills, adept at performing due diligence on content accuracy, excellent fact-checker and proofreader;
- Ability to step into an active role immediately with a proven capacity to work independently as well as collaboratively;
- Impeccable integrity, judgment, and discretion; A balance of humor and diligence, humility and mission-driven ambition;
- Comfort with quantitative and qualitative data; experience in developing metrics for measuring and communicating success;
- Ability and availability to work non-standard hours; Ability and availability to meet the travel requirements of the position;
- Advanced-level proficiency with solid, measurable experience in Mac OS platform communications/public relations applications, website content management systems and email campaign technology (specifically: WordPress, HTML Adobe Creative Suite, Constant Contact), and other software relevant to media & communications (digital and print);
- Advanced-level proficiency with solid, measurable experience in a variety of Mac OS computer software applications, social media platforms, and databases (e.g. MS Office Suite, Google Hangout, Skype, Twitter, Facebook, LinkedIn, YouTube, Vimeo, WestLaw, Podio, 4D).

**THIS SEARCH IS BEING MANAGED BY MCCFREENEY HR SOLUTIONS.**



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*MccFreeneay HR Solutions is a boutique, executive HR management consulting firm. We provide C-Suite level executive teams with comprehensive HR business solutions. Areas of expertise include: the design and administration of benefits and compensation programs; design of HR infrastructures; talent management; recruitment; full-phase onboarding; HR risk management audits; employee engagement; project management; policy development; HR service delivery; performance management; and executive coaching.*

**THIS IS AN IMMEDIATE HIRE.**

**APPLICATION DEADLINE: FEBRUARY 24<sup>TH</sup>, 2017**

**REQUIRED SUBMISSIONS (MUST INCLUDE ALL ITEMS LISTED BELOW):**

1. Cover Letter which **must** include **all** of the following elements:
  - a) Your personal & professional motivation for seeking this position.
  - b) A discussion of how you meet the minimum qualifications for this position.
  - c) Salary Requirement.
  - d) Indicate where you found this Job Announcement.
2. Resumé
3. Complete contact information for **three** (3) professional references
4. **Three** (3) Writing Samples:
  - a) One (1) Published work (such as an Op-Ed, newsletter, blog post, case study) – solely own work.
  - b) One (1) Published Press Release – (solely own work).
  - c) One (1) Published work of choice - (may be co-authored).

**INSTRUCTIONS: NO PHONE CALLS OR FAXES PLEASE.**

**All** submissions must be sent **VIA EMAIL ONLY** To: **NAPWjobs@AdvocatesForPregnantWomen.org**

**SUBJECT: ATTN:** Human Resources – NAPW Media & Communications Manager (February 2017)

**NATIONAL ADVOCATES FOR PREGNANT WOMEN IS AN EQUAL OPPORTUNITY EMPLOYER. WE CONSIDER APPLICANTS FOR ALL POSITIONS WITHOUT REGARD TO RACE, COLOR, RELIGION, CREED, GENDER, GENDER IDENTITY, NATIONAL ORIGIN, AGE, DISABILITY, MARITAL OR VETERAN STATUS, SEXUAL ORIENTATION, OR ANY OTHER LEGALLY PROTECTED STATUS. [www.AdvocatesForPregnantWomen.org](http://www.AdvocatesForPregnantWomen.org)**