



## Movement Strategy Center

### Communications Director

#### **POSITION OVERVIEW**

The communications director leads the efforts of Positive Women’s Network – USA (PWN) to elevate the voices, experiences, and priorities of women and people of trans experience living with HIV online and in the media. This is accomplished through strategic use of and skillful management of the various online platforms PWN uses to communicate with our members and base—including social media, our website, our EveryAction email list—as well as through proactive media outreach; training and support for member and staff spokespeople; thought leadership within the organization and coalition spaces, especially as pertains to framing, messaging, and communications strategy; and creation of collaterals that educate and mobilize members and base.

#### **About Positive Women’s Network – USA**

Positive Women’s Network – USA (PWN-USA) is a national membership organization led by and for women and people of trans experience living with HIV. PWN-USA is committed to leadership development, movement building, and policy advocacy rooted in racial, gender, and economic justice. We aim to advance human rights and dignity for all people living with HIV and believe that people most impacted by the epidemic should lead in shaping the policies and narratives that affect our lives.

To learn more about our mission and values, please visit: [www.pwn-usa.org](http://www.pwn-usa.org)

#### **About Our Ideal Candidate**

Our ideal candidate is both a thinker and a doer—a strategist who also likes to roll up their sleeves and do the work. As communications director, you will be developing messaging and communications strategies to support issue-based advocacy campaigns and nonpartisan electoral organizing; supporting our members and staff to tell their stories online and in the press to affect change; and working with our policy, organizing, and training departments to keep our members and base engaged, informed, and ready to take action.

We are looking for a strong writer, strategic thinker, and thoughtful coach. You have experience driving communications campaigns that integrate earned and social media, email, SMS, art, design, and video. You can balance urgent needs and longer-term goals, keep multiple projects moving, and collaborate with partners both inside and outside the organization. You understand the interplay between digital organizing, persuasion, and mobilization. You have experience breaking down complex issues for people with limited formal education and supporting them to be effective advocates for the issues that affect their lives. Bonus points if you have experience supervising staff.



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### CORE RESPONSIBILITIES

- Develop and implement communications strategy, messaging guidance, and thought leadership for advocacy campaigns, nonpartisan electoral organizing efforts, fundraising drives, and other organizational goals and priorities
- Serve as main point of contact for media, serving as a spokesperson when needed and as a media liaison
- Supervise communications assistant and consultants
- Train, prepare, and support members to be spokespeople for the organization and for policy priorities online and in print and broadcast media
- Manage website, CRM, and social media accounts (communications assistant and/or consultants may be responsible for much of the day-to-day administration of these; you will be responsible for maintaining quality, user experience, and consistency)
- Maintain and expand PWN's footprint in earned media
- Create or supervise creation of collaterals for a wide variety of rapid response and long-term campaigns, including but not limited to: talking points; social media content; flyers; emails; press releases and media advisories; statements; and calls to action
- Monitoring and evaluating progress toward campaign goals and organizational goals and priorities
- Representing organization publicly and providing thought leadership through media, at conferences, in coalition spaces, etc.
- Other duties as assigned

### Bonus Points for:

- Experience supervising staff or consultants
- Graphic design skills (Canva or Adobe Creative Suite tools)
- Experience training and mentoring people with less formal education in messaging, media skills, and other communications skills and tactics
- Experience supporting digital organizing
- Basic HTML coding skills
- Photo and video editing skills
- Well-versed in HIV and intersectional issues

### ESSENTIAL KNOWLEDGE, SKILLS, & EXPERIENCE

- 3+ years professional experience in communications, marketing, journalism, and/or digital organizing, preferably for a social justice nonprofit, political campaign, labor union, or public entity
- Excellent writing and editing skills
- Experience with messaging complex issues for a variety of audiences
- Demonstrated experience using social media strategically for advocacy and/or electoral organizing campaigns
- Demonstrated ability to obtain favorable earned media coverage
- Team player who can work independently or collaboratively on tight deadlines



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- Excellent project management skills
- Proficiency with website management and mass email systems (e.g., Wordpress, Action Network, Constant Contact, Salsa, etc.)
- Proficiency with Microsoft Office and Google tools
- Commitment to racial, gender, and social justice, and experience messaging and writing with these lenses
- Experience working with communities of color and people with less formal education

### **LOCATION**

This is a remote role based in the US.

### **SUPERVISORY RESPONSIBILITY**

This role does supervise the Communication Assistant and contractors as needed.

### **EXPECTED HOURS**

Standard days and hours of work are Monday through Friday, 9 a.m. to 5 p.m. Daily schedule is flexible within the proximity of this time frame and time zone. Schedule will be decided in consultation with the supervisor.

### **Travel Requirement:**

This role requires limited travel (approximately 5–10%), including attendance at national conferences and in-person staff retreats. Travel schedules are communicated in advance whenever possible.

### **COMPENSATION AND BENEFITS (FULL TIME - 40 HOURS/WEEK)**

- Full time salaried exempt position with annual gross pay of 75,000-80,000
- MSC's full time benefits package includes:
  - o Accrual of 13.33 vacation hours per month.
  - o Accrual of 8 sick hours per month.
  - o 13 standard holidays.
  - o 2 personal days per year (your personal days are designated as your birthday and hire date anniversary).
  - o Medical, vision, dental for employees and dependents (Eligible the first day of the following month from date of hire)
  - o 100% covered sponsored basic life, short-term, and long-term disability insurance coverage.
  - o Access to a 403b retirement plan.
  - o Access to FSA plan.
  - o MSC Paid Family and Medical Leave.



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### How to Apply

Submit a resume and a brief cover letter sharing your interest and alignment with PWN-USA's mission to: [communications@pwn-usa.org](mailto:communications@pwn-usa.org). Applications will be reviewed on a rolling basis until the position is filled.

**PWN-USA is a fiscally-sponsored project of Movement Strategy Center (MSC).**

PWN-USA is a values-based organization with a deep commitment to racial, gender, and economic justice. Black women, people of color, LGBTQ+ people, and people living with HIV are especially encouraged to apply. MSC is an equal opportunity employer.