

Position title	Department	Reports to
Director, External Communications	External Affairs	VP of Marketing and Communications
Employment status	Location	Effective date
Full-time, Exempt	Remote (US)	April 1, 2023

YWCA USA Overview

YWCA USA is a national nonprofit on a mission to eliminate racism, empower women, and promote peace, justice, freedom, and dignity for all. One of the oldest and largest multicultural organizations promoting solutions to enhance the lives of women, girls and families, YWCA USA has been at the forefront of the most critical social movements for more than 160 years, working on behalf of marginalized communities through advocacy, local programming, and services – from women’s empowerment and civil rights, to affordable housing and pay equity, to violence prevention and health care.

Headquartered in Washington D.C., YWCA USA is the national office representing more than 200 local associations across the country. The National Office, a team of talented leaders and staff, works to unify the network behind shared mission success; provides high-value support and services to the whole; addresses identified Association challenges in a way that creates a platform for growth; and serves as the national platform to elevate the advocacy priorities of the movement.

The YWCA movement is enriched by a diverse network of local associations, working on the front lines of social change. Local Associations have the authority and autonomy to build programs and services which respond to the specific needs of communities, while upholding the vision and aspiration of the national movement. Local YWCA services include domestic violence services, housing, childcare, children’s development and family support, education, girls’ empowerment and youth development, racial justice and civil rights, and immigrant and refugee services in job placement and career services.

YWCA has long understood that race and gender must be addressed together in order to create a society that ensures dignity and peace for all. Therefore, racial and gender justice takes center stage. Racial and gender justice work is more than a programmatic intervention, it is a guiding philosophy and practice which is incorporated into all the work of YWCA. Today, the YWCA movement combines programming and advocacy in order to generate institutional change in three key areas: racial justice and civil rights, empowerment and economic advancement of women and girls, and health and safety of women and girls.

Through its affiliation with the World YWCA, YWCA USA is part of a global movement to elevate the status of girls and women. The World YWCA works for women’s empowerment, leadership

and rights in more than 120 countries and 20,000 local communities. It is united by a shared vision that, by 2035, 100 million young women and girls will transform power structures to create justice, gender equality and a world without violence and war, leading a sustainable YWCA movement, inclusive of all women.

Position Summary

The Director of External Communications is responsible for developing and implementing YWCA USA's digital strategy and coordinating with various departments to design, plan and oversee a wide range of communications materials that build brand recognition, visibility, engagement, and support for YWCA USA's development, policy, and mission goals. This position offers branding and communications leadership and support to YWCA USA and the broader YWCA network. The Director of External Communications supervises a manager, interns and creative vendors, managing YWCA USA's digital presence, and oversees all internal and external communications, including press releases, memos, printed and digital materials, and more. They work with other departments to coordinate key messaging, campaigns, emails, and engagement with local associations, media, marketing, and public relations outreach.

Accountabilities

Digital Strategy

Manage, execute YWCA USA's digital strategy and coordinate with key departments to design, plan and oversee a wide range of communications materials to build visibility, engagement, and support for the organization's policy, development, and mission goals.

- Strategize to create YWCA USA's digital presence, including social media, web updates, and incorporating social media into programs and strategic priorities.
- Collaborate with the VP to manage all internal and external communications for YWCA USA, including press releases, memos, printed and digital materials, and more.
- Coordinate with other departments to improve their email outreach efforts, particularly around advocacy and online fundraising.
- Oversee updates to organization websites, shares creative ideas for intranet engagement, drafts and edits online content, and manages production of print materials.
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External Communications

- Develop, organize and execute communications efforts around YWCA USA's national events and campaigns.
- Oversees development of speeches for Chief Executive Officer, in partnership with VP of Marketing & Communications Strategy.
- Draft, brand, and copy edit external communications, including press releases, speeches, statements, fact sheets, and social media and website content.
- Support and assist the Vice President with writing and editing projects, research, media materials, and internal communications as needed.
- Serve as an internal expert resource for branding and digital strategy and communications for national staff and local associations.
- Monitor current events and opportunities for YWCA USA to weigh in and further visibility and credibility as a thought-leader on issues impacting women and marginalized communities.
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Relationship Management

- Manage relationships with key creative and digital vendors utilized by the department, such as photographers or designers.
- Identify needs for departmental work flow or processes, such as internal trainings, staffing, or support through vendors.
- Works with external vendors on large scale projects
- Supervise interns tasked with assisting in and executing social media and communications work, and manage related assignments.
- Foster relationships with key partner and friend organizations.

You will be successful in this role if you possess the following experience and core competencies:

Experiences:

- Minimum of 10 years of experience in communications, particularly in external communications using social media, ideally at a cause-related organization.
- Strong Track record of success and the capacity to leverage digital engagement efforts across multiple platforms with an array of stakeholders.
- **Values and Proficiencies:**
 - Keen understanding and experience with major social media platforms, including Facebook, Twitter, and Instagram.
 - Exceptional writing, copy editing, and proofreading skills; able to ensure consistently high-quality, engaging communications with the distinct YWCA voice.
 - Outstanding written and verbal communication skills with an emphasis on attention to detail.
 - Strong project management skills and proficiency at managing multiple projects.
 - Clear, concise, persuasive written and verbal communication skills and ability to think creatively under pressure and solve practical problems or issues.
 - Willingness and ability to learn new programs and processes quickly and to deliver results under tight deadlines.
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NICE TO HAVE

- Education:
 - Bachelor's degree in communications or a related field.

Physical Demands and Work Environment

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

- YWCA USA is a remote first office environment; you will collaborate with colleagues who are based across the United States. You should be prepared to either work from home or a location of your choosing.
- Availability to work Monday through Friday during core hours and occasionally on nights and weekends as needed.
- This role requires prolonged periods of sitting, using a computer and phone.
- This position may require occasional travel.
- The individual must have the ability to communicate effectively in person and by phone

- This role is required to provide proof of COVID vaccination.

Compensation and Benefits:

In order to counter pay inequality and uphold internal parity, salaries are non-negotiable for new and current employees. YWCA USA salary bands for a given staff level are benchmarked to the 75th percentile for our sector, and all new employees are paid at the entry point of those bands. Employees then have the opportunity to progress through current salary bands through annual cost of living increases and performance-based pay increases, and into new salary bands through promotions.

Compensation: \$115,000

Benefits include:

- Generous Leave Benefits
- Sick Leave Benefits
- 12 Weeks of Paid Parental Leave
- 10 Paid Holidays
- Health Insurance
- Dental & Vision Insurance
- Employee Assistance Program
- Group Life, Accidental Death & Dismemberment Insurance
- Long-term Disability Insurance
- Short-term Disability Insurance
- Employee Assistance Program (EAP)
- Worldwide Travel Assistance (WTA)
- Flexible Spending Account
- Retirement Plan

Note:

This job description in no way states or implies that these are the only duties to be performed by the employee(s) of this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the employee(s) will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an at will relationship.

The company is an equal opportunity employer, drug-free workplace, and complies with ADA regulations as applicable.