

Position title	Department	Reports to
Vice President of Marketing and Communications	External Affairs	Chief External Affairs Officer
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 Vice President of Marketing & Communications will lead the development and implementation of YWCA USA's internal and external communications strategy to build sustained engagement, support, and visibility with a diverse range of stakeholders. They will develop public relations and reputation management strategies, leverage YWCA USA's expertise in women's and racial justice issues to engage with reporters and raise awareness, and promote YWCA success stories. The ideal candidate should have a deep understanding of YWCA USA operations and a strong track record in marketing and communications, be a skilled communicator and relationship-builder, and have a commitment to YWCA USA's mission. This critical role will drive the continued success and impact of YWCA USA.

Accountabilities

- Develop and implement a strategic communications plan aligned with organizational priorities.
- Develop goals, strategies, and tactics for reputation and brand management.
- Identify and cultivate spokespersons for the organization and integrate communication messages with digital and social media content.
- Create marketing and public relations campaigns and strategy to cultivate relationships with internal and external audiences, including media and influencers.
- Manage media communications and content development, including press releases, speeches, and social media messages.
- Oversee brand and event campaigns to raise visibility of the YWCA network and leverage opportunities to build reputation as a thought leader on issues affecting girls, women, and communities.
- Plan and support national events such as conferences and advocacy days.
- Develop messaging for local YWCA associations and raise awareness of the YWCA as a resource, service provider, and advocate for public policy.
- Ensure consistency in branding and formatting of all communications.
- Oversee the development of marketing and web materials and assist staff with communicating effectively to local associations.
- Foster a culture of high performance and continuous improvement among staff.
- Monitor outcomes and impact, and mentor staff using a supportive and collaborative approach.
- Manage the department's budget, oversee PR and branding firms, cultivate media partnerships, and perform other duties as assigned by the Chief External Affairs Officer.

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

- **Experience**
 - 7-10 years of experience in communications leadership role.
 - Proven track record of measurable results in communications, media relations, campaign development/execution, digital media, and events.
 - Experience with a national nonprofit or membership organization is a plus.
 - Established network of media contacts.

- **Values and Proficiencies**
 - Demonstrated commitment to social justice, diversity, equity, and inclusion.
 - Proficient in Microsoft Office Suite and familiarity with digital and social media platforms.
 - Exceptional writing, editing, and proofreading skills.
 - Innovative thinker with a track record of translating strategic thinking into actionable plans.
 - Experience building and mentoring a highly functioning communications team.
 - Ability to work collaboratively with a senior team and influence and engage direct reports and peers.
 - Strong leader with a track record of success in developing communications programs.
 - Articulate storyteller with a passion for news and communications across all platforms.
 - Flexible and adaptable in a dynamic, fast-paced environment.
 - Intelligent, persuasive, and hardworking advocate and ambassador for YWCA and its communications outreach.

Nice to have

- **Education**
 - Bachelor's degree in Journalism, Communications, Marketing or Public Policy required.
 - Master's degree in a related field preferred.

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.
- Occasional travel for meetings, events, or site visits may be required (dependent on the nature of the position and organization).
- Ability to attend events.
- Availability to work Monday through Friday during core hours and occasionally on nights and weekends as needed.
- The role may require long periods of sitting and using a computer and may also involve some light physical tasks, such as printing, filing, etc.
- Ability to communicate effectively in person and via phone.
- This role is required to provide proof of COVID vaccination.

Compensation and Benefits

Compensation:

\$158,500 Annually

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.

Benefits

- 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.