



CHANGE THE STORY: COMMUNICATIONS DIRECTOR POSITION SUMMARY

ADVANCING WOMEN POWERING THE ECONOMY

Change The Story (CTS) is growing our team! CTS is looking for a highly motivated, organized, and skilled individual with demonstrated communications experience to join us in changing the story for women (and men) in Vermont. Working as an integral part of the CTS team, this position will help to articulate CTS's values, priorities, and mission across multiple initiatives, advocacy efforts, and platforms—print, broadcast, and online media. The Communications Director will guide strategy and planning for all external CTS communications, including developing and executing strategies to increase the influence and presence of CTS and its partners, maintain CTS's reputation as a leading source of information about women's economic status in Vermont; and galvanize broad support for CTS goals.

This is a 30-35 hour position, based in Burlington and requiring some travel around the state.

ABOUT CHANGE THE STORY

Change The Story (CTS) is a multi-year initiative to align philanthropy, policy and program to fast-track women's economic well-being in Vermont. Our work is fueled by three core partners - **the Vermont Women's Fund, Vermont Commission on Women and Vermont Works for Women** - and is advanced with the help of other critical partners throughout the state in the public, private, and nonprofit sectors.

CTS began its work three years ago by collecting baseline data related to women's work, wages, business ownership, and in civic, political, education, and corporate leadership roles. All four reports can be found online at changethestoryvt.org/reports.

To learn more about Change The Story VT, visit our [website](#).

RESPONSIBILITIES

Strategy

- Develop and execute a creative, multi-faceted communications strategy designed to further CTS goals and mission and expand CTS influence and effectiveness.
- Identify specific communications goals, develop long- and short-term plans to reach them, and to measure progress.
- Determine appropriate communications tactics that can advance CTS and partner goals and develop and leverage the resources of new allies to promote gender equity in Vermont.
- Build the network of people and entities with aligned goals to broaden CTS reach.

Messaging

- Shape the language, images, and multimedia messages that represent CTS and its partner organizations carefully, compellingly, and convincingly.
- Ensure that consistent, clear messaging follows through all modes of communications, for a range of audiences, and across all CTS initiatives.

- Respond to significant news events in a timely and appropriate way, and anticipate, recognize and capitalize on strategic communications opportunities.

Media Relations

- Field media requests; affirmatively pitch stories to reporters; write and disseminate press releases and advisories; manage a media database; draft talking points; coordinate interviews and public statements with partner organizations.
- Increase coverage of CTS messages by developing and maintaining positive relationships with reporters, editors, and producers.

Writing & Editing

- Draft and edit a wide range of documents and resources for public education, outreach, legislative advocacy, and other purposes.
- Manage development, distribution, and maintenance of all print collateral including e-newsletters, brochures, reports, invitations, and funder updates.
- Provide editorial and design direction, handle quality control and proofreading, guide production, and implement distribution plans.
- Oversee brand management and design of promotional materials.

Digital Communications

- Manage the online presence of CTS, generating content that is engaging and results in measurable action. Continually develop and manage posting of content to CTS's digital channels, including web site, social media and email to subscribers.
- Responsible for generating and managing CTS photo and video content.
- Implement long and short-term plans for the organization's use of email, social media, web, video and emerging communications technologies, and proactively explore innovative methods for presenting CTS's work to a wider audience.

Outreach

- Identify strategic outreach opportunities and represent CTS at events statewide, including community forums, presentations, panel discussions, press conferences, and rallies.
- Expand and train a statewide network of ambassadors who can broaden CTS presence and impact, including event planning, volunteer coordination.

Internal Communications & Supervision

- Work collaboratively and respectfully with CTS staff and partner organizations in a team-oriented approach that has overlapping spheres of responsibility and leadership.
- Facilitate communication between partners so that CTS activities are informed and aligned with the priorities and needs of partner organizations, including taking leadership on Communication Team meetings with partner organizations.
- Work with vendors and contractors to design and produce communications materials as needed.

Administrative & other duties

- Create and maintain administrative resources such as media lists and protocol to enhance strategic planning.
- Perform other related duties as assigned by staff.

QUALIFICATIONS

- At least five years' relevant experience and demonstrated success in communications.
- Familiarity with and demonstrated interest in CTS and gender-related issues strongly preferred.
- Excellent research, writing, and editing skills. Strong organizational and time management skills. Meticulous attention to detail and ability to produce clear, concise materials on tight deadlines, manage multiple projects simultaneously, and respond rapidly to significant developments.
- Ability to communicate persuasively and professionally, in writing—including via press releases, email alerts, and social media—as well as verbally, to a variety of media, political, and stakeholder audiences.
- Proven ability to transform complex topics into exciting and useful messages and disseminate information to targeted audiences through the most appropriate channels. Experience working with Vermont media outlets a plus.
- Substantial experience in planning and executing media or advocacy campaigns strongly preferred, including experience creating earned media, developing and placing paid media, and using social media and other web-based communication in support of political or organizing campaigns.
- Experience overseeing the design and production of print materials and publications.
- Creative aptitude and familiarity with interactive design, website and social media management, and email marketing strategy.
- Proficiency with computers, Microsoft Office software, database management, and various web platforms. Proficiency with digital content management systems a plus.
- Highly developed interpersonal skills and an ability to work effectively with others in a fast-moving but collegial team environment. Commitment to equity and inclusion and a personal approach that values all individuals and respects differences in regard to race, ethnicity, age, gender identity and expression, sexual orientation, religion, ability, and socio-economic circumstance. Ability to work with diverse individuals within the organization and the broader community.
- Ability to work irregular hours, including evening and weekend events as necessary.
- Valid driver's license or driver's privilege card, reliable vehicle, and willingness to travel.

COMPENSATION AND BENEFITS

Salary negotiable; range \$40-52,000. Benefits include medical, dental, disability, and life insurance; 401(k); and vacation, holiday, and sick leave.

APPLICATION PROCEDURE

To apply, email a cover letter, resume, a traditional writing sample (i.e. a press release, blog post, op-ed, etc.), and a social media post sample to tbluemle@changethestoryvt.org. Include in the subject line of the email: your **last name** and **Communications Director**. In your letter please indicate where you learned of the posting.