



Strategic Communications Director - NY

Job Summary: The Communications Director plays an integral role in developing and promoting Change to Win Corporate Reform campaigns. The Communications Director creates strategic communications plans for the organization and its projects and leads the execution of those plans.

Primary responsibilities include:

- Works collaboratively with senior CtW staff to develop overall campaign strategy and branding;
- Develops and implements an integrated strategic communications plan, including but not limited to:
 - Developing overall messaging;
 - Pro-active media outreach, including drafting materials and building media lists;
 - Fielding media inquiries;
 - Coordinating events such as media calls, rallies, and press conferences;
 - Building and maintaining relationships with key reporters;
 - Preparing workers, CtW staff, and allies for media interviews and other speaking engagements;
 - Serving as a campaign spokesperson when appropriate;
 - Working with digital staff to develop and incorporate new media strategies and social media into organizing communication campaign plans
 - Overseeing communications-related vendors including print, web, design, social and online media, to ensure effective, timely and accurate delivery of work in support of campaign initiatives.
- Copy edits research products and distills complex concepts into traditional/social media friendly bites;
- Liaises with senior staff/leadership at union and other organizational partners;
- Promotes a culture of high performance and continuous improvement that values learning and a commitment to quality;
- Mentors and develop staff using a supportive and collaborative approach on a consistent basis;

Requirements:

- 5+ year experience in a strategic communications role;
- Experience managing and executing across several communications channels;
- A strong commitment to social justice and workers' rights;
- A desire to experiment with new tactics and think beyond traditional social justice campaign strategies;
- Strong written and verbal communication skills;
- Knowledge and understanding of diverse audiences and media markets;
- Demonstrated experience managing junior staff;
- Strong work ethic with an ability to seize upon breaking developments while sticking to strategic goals and a desire to "get the job done";
- Must enjoy working in a highly collaborative environment;
- Experience with Adobe Creative Suite, preferred;

- Experience with Wordpress and/or HTML, preferred;
- Sense of humor and ability to stay calm under pressure, strongly preferred.

To apply: Change to Win and its affiliates are equal opportunity employers, and women and people of color are strongly urged to apply. Submit cover letter and resume to Opportunities@changetowin.org
Please reference Strategic Communications Director in subject line. No calls please.