



## California Women's Law Center Position Announcement

The California Women's Law Center (CWLC) is seeking applicants for the position of Director of Communications and Marketing.

### **Background**

Founded in 1989, the California Women's Law Center is a nonprofit organization working to secure justice for women and girls by breaking down barriers and advancing their potential through transformative litigation, policy advocacy and education.

CWLC believes lasting change is only possible when women and girls are empowered to be their best advocates. Our work prioritizes violence against women, Title IX gender discrimination, women's health, and issues impacting women's economic security.

### **Responsibilities**

CWLC seeks an energetic self-starter who will embrace the responsibility of assisting in the formulation and implementation of CWLC's strategies to secure justice for women and girls. Excellent written and verbal skills and attention to detail is essential. The Director of Communications and Marketing is a full-time, exempt position and reports directly to the Executive Director. This Director will:

- In collaboration with the Executive Director, develop and execute a comprehensive communications plan that supports CWLC's mission and organizational goals
- Direct external communications strategies to achieve the organization's goals, including building local, statewide, and national awareness about CWLC's work and priority issues and establishing CWLC as a go-to resource for media and community members
- Maintain oversight of all communications efforts; identify areas of opportunity and develop and implement new strategies and tools to effectively communicate CWLC's work and impact to a range of audiences, including policymakers, legal professionals, and funders
- Work with Executive Director to build and strengthen relationships with news outlets, reporters, and other media influencers; grow and maintain organization's media list
- Proactively seek media coverage on topical issues; lead the design and management of media events and activities, including press conferences, interviews, speaking engagements, press releases, and Op-Eds; respond to media inquiries in a timely manner
- Support Executive Director, Board members, and other staff in preparation for media interviews, panel discussions, and other public presentations and events; engage in public speaking opportunities as appropriate
- Work with Executive Director to identify, train, and engage spokespeople with key subject-matter expertise; hold message trainings for staff, Board, and others as appropriate
- Assist in conceptualizing and executing online and offline events, including panel discussions, fundraisers, and other events
- Design and draft event materials and/or manage vendors in design process
- Manage CWLC's online presence; maintain website with current and relevant information and manage content, growth, and engagement on CWLC's social media platforms
- Draft and manage organization's publications, including Annual Reports, newsletters, and fact sheets; assist in the distribution of materials to key audiences
- Draft and send regular email blasts and other written communications as needed

- Regularly create, update, and disseminate multi-media content that uses quantitative data as well as stories and testimonials to capture the impact of CWLC's work
- Support efforts to grow and engage CWLC's supporter base; engage new audiences through co-sponsorships, marketing, and strategic outreach to communities most impacted by featured issues
- Ensure clear messaging and brand consistency around CWLC's work and priority issues across all CWLC platforms, including website, social media, press materials, fundraising materials, and events
- Assist Executive Director and other staff in seeking and assessing potential funding sources and opportunities
- Assist organization's fundraising efforts as needed, including the creation of solicitation materials, talking points, and other materials
- Other duties as assigned by Executive Director

### **Education and Experience**

- Bachelor's Degree required, preferably in a field related to communications, journalism, or policy
- Five (5) to seven (7) years of professional experience in media communications, public relations, and/or marketing
- Strong writing skills are essential
- Excellent attention to detail is required
- Basic graphic design skills are preferred
- Creative thinking, flexibility, and an ability to pivot quickly is important, as external factors can greatly impact the work and shift priorities
- Self-motivation and ability to work independently is essential
- Familiarity with social media best-practices and other online communications tools, including CRM platforms, preferred
- Ability to work flexible hours, including weekends and evenings as required
- A valid driver's license and reliable, flexible means of transportation is required
- Proficiency in Microsoft Word, Microsoft Outlook, Microsoft Excel, Microsoft PowerPoint essential; familiarity with WordPress a plus
- Fluency in other languages a plus

### **Salary and benefits:**

- \$60,000 or higher, commensurate with experience
- Health, dental, vision and disability insurance

### **Application procedure:**

Send a cover letter outlining your qualifications, and a resume, writing sample and references to [cwlc@cwlc.org](mailto:cwlc@cwlc.org).

The California Women's Law Center is an equal opportunity employer.