



Communications Director

Position Title: Communications Director	Supervisor: Executive Director
Department: General Administration	Full or Part Time: Full-Time
Fair Labor Standards Act Status: Exempt	Starting Salary Range: \$70,000-\$77,000
Position Code:	Revision Date: July 2023

About Safe Passage

Safe Passage is a nonprofit organization dedicated to addressing the aftermath and prevention of domestic violence and relationship abuse. Safe Passage provides services to address survivors' holistic needs for recovery and physical safety. Services include trauma-informed counseling and support groups for survivors, families and children, community education, and individual and policy advocacy.

Our Mission: Safe Passage is dedicated to creating a world free of domestic violence and relationship abuse. We support survivors and their families. We engage our community. We advocate for systemic change.

Safe Passage is an organization made up of survivors, women, trans folks, people of color, immigrants, people with disabilities, and LGBTQ+ people. Oppression and violence disparately impacts us and we strongly encourage people from these and other impacted communities to apply. We aspire to foster a work environment that is inclusive as well as diverse. Survivors come from all different backgrounds, and so do our employees. We encourage you to apply if you believe you have the skills and experience to thrive in this role and contribute to our mission at Safe Passage.

Position Summary

The Communications Director will manage the agency-wide communications activities while working closely with all departments. The Communications Director uses creative strategies and analytics to meet the agency's communication goals and will work to raise Safe Passage's profile and expert status. The CD will manage Safe Passage's communications calendar and activities, initiate and manage media coverage for the agency, and coordinate the development of digital and print publications, video, and other new media content. The CD will also initiate activities to increase utilization of Safe Passage services.

The Communications Director role is new to Safe Passage and is designed to build on a history of brand development and general communications currently held by several departments. First year priorities include start-up of an agency-wide communications committee, establishment of an annual communications plan, and promotion of agency processes for managing external and internal communications.

Essential Functions

Agency Leadership

- Contribute to agency wide efforts to create a culture of non-violence, anti-racism, inclusion, and to actively seek ways to contribute toward efforts toward building an inclusive and organizational culture through relationships, transparency, knowledge, and modeling

- Serve on Leadership Team
- Contribute toward agency strategic planning, data collection and analysis, supervision through a cross-cultural and inclusive lens
- Engage with the Board of Directors as required, providing reports, and engaging in relevant discussions
- Direct fulfillment of agency strategic plan and best practice wisdom

Agency Wide Communication Management- 30%

- Coordinate and lead staff/board communications committee - including volunteers and interns
- Work closely with direct service, community engagement and fund development departments
- Manage website, including overseeing design standards; work with staff, board, and participants to generate website content; and work with technical vendors
- Responsible for managing and coordinating media inquiries and relationships
- In collaboration with department directors, create and maintain agency wide communication plans in alignment with agency strategic plans
- Maintain communications calendar, planning and tracking communications activities across multiple channels both internally and externally
- Collaborate with content experts in support of message development in alignment with communication guidelines to increase brand reputation for Safe Passage
- Ensure that program, fundraising, event, and all other external materials reflect Safe Passage's brand guidelines and visual identity
- Generate content for social media channels and blog
- Monitor online activity referencing Safe Passage
- Implement and analyze data in support of communication goals and strategies
- Implement training plans for staff, volunteers, and other stakeholders assisting in communications

Community Engagement and Communications – 30%

- Develop print and electronic materials for program outreach and promotion, including event materials, print programs, and digital materials
- Document program events via audio, photo, video, social media, and/or web and print reports and work with staff to create dissemination plans for program materials
- Provide other communications support related to programming as needed
- Collaborate with Community Engagement staff to determine communication and marketing strategies in alignment with program goals

Fund Development Communications – 30%

- Work with development staff, board and volunteers to create messaging and concepts for appeals, monthly donor communications, the Hot Chocolate Run, and other campaigns
- Manage and execute marketing plan for the Hot Chocolate Run, Safe Passage's largest fundraising event including emails, social media, press, radio and other outlets
- Provide other communications support related to fund development as needed

Other duties as assigned – 10%

In strong collaboration with the Community Engagement & Fund Development Departments and in alignment with the strategic plan, the Communications Director will represent Safe Passage at community events, and foster relationships with external stakeholders and collaborators.

Expectations of all employees

In the performance of essential job responsibilities, Safe Passage employees are expected to:

- Demonstrate commitment to Safe Passage’s mission and principles of diversity, inclusion, and empowerment
- Represent Safe Passage in a professional and competent manner to clients, organizational partners, and other stakeholders
- Perform quality work within deadlines
- Work effectively as a team contributor on all assignments while contributing to a positive working environment for staff and volunteers
- Work independently while understanding the necessity for communicating and coordinating work efforts with other employees and organizations

Work Hours and Schedule

35 hours per week, Monday through Friday 9am to 5pm, hybrid on-site/remote schedule with some required flexibility for evening and weekend needs (including in-person attendance required for events as needed).

Years of Experience

Bachelor of Arts in Communication

At least three (3) years of relevant communications and marketing experience required

Knowledge, Skills & Abilities

Required

- Outstanding communication (writing and editing) and interpersonal skills; ability to relay information, messages and correspondence in a timely and organized manner
- Social media management, advertising and promotion experience and familiarity with Google, Instagram, and Facebook
- Advanced word processing and data entry skills using Microsoft programs (especially Word and Excel) and Google Suite; ability to assess and implement new software
- Experience with web and communications software such as Wordpress and mailchimp
- Strong time management skills, ability to meet deadlines, ability to effectively prioritize, and manage and oversee editorial processes and communications projects
- Detail oriented, with experience in copyediting
- Alignment with mission and values and commitment to social justice
- Demonstrated ability to interact effectively and work successfully with persons of diverse backgrounds, including people with different racial, ethnic and class backgrounds, people of different genders, and people with disabilities
- Must demonstrate flexibility and work well under pressure

Preferred

- Demonstrated experience developing and implementing creative communications strategies within the domestic violence/relationship abuse and non-profit justice oriented work
- Familiarity with emerging social media platforms
- Experience with project management software such as Monday
- Some graphic design skills and familiarity with design programs including video editing, Photoshop, and Canva

Tools & Technology Requirements

Tools & Technology Requirements for all staff: High level of proficiency and comfort utilizing and troubleshooting technology, including but not limited to PC systems, google suite (gmail, drive, calendar), zoom and web conferencing, electronic databases, and cloud-storage programs.

Benefits

Safe Passage is a supportive, collaborative workplace that fosters growth in its employees, both personally and professionally. We strive to hold an environment that encourages growth, creativity, and flexibility. We are advocates for livable wages, self-care and work-life balance, and our compensation package reflects this. Employees receive 3 weeks of accrued vacation for the first year, 4 weeks starting year 2, and 5 weeks after 9 years, prorated for part time. We provide three personal days, and ample holiday and sick time. Benefits include health and dental insurance, and a 401(k) with agency match.

Safe Passage works to earn its position as a justice-centered employer of choice in Western MA. Safe Passage provides a bilingual pay premium of \$1/hour for staff who possess language competency that is likely to be utilized in their position.

Application Instructions

To apply: Send **resume and cover letter** with the subject "Communications Director" to spjobs@safepass.org.

For more information about Safe Passage and domestic violence, visit our website at www.safepass.org
Safe Passage is an Equal Opportunity Employer with a strong organizational commitment to the achievement of excellence, diversity, and inclusion among staff.