



Does the fate of our democracy and our rights keep you up at night? Do you have a deep desire to tell compelling personal stories that help change destructive narratives that stigmatize access to reproductive healthcare and rights?? Do you believe in the power of research and facts to flip the switch on disinformation? Are you eager to jump into the debate to advance policies to support women, people who can become pregnant, and families across Virginia to make personal healthcare decisions that are best for them and free from shame and stigma? Are you driven to win? So are we! You may be a perfect fit for our team of “repro warriors” if you get up every day ready to drive forward the change we seek in the world.

NARAL Pro-Choice Virginia seeks a full-time **Communications Director** to work with our staff members to develop and implement communications strategies to advance our goals across policy, advocacy, grassroots outreach, elections, and culture change work. The Communications Director will be the “voice” of NARAL Pro-Choice Virginia, ensuring that the organization is on-message across all communications and digital media platforms while reaching multiple audiences, expanding the organization’s reach, connecting with underserved communities, and raising the profile of our issues in Virginia and nationally.

Our ideal candidate will have a demonstrated support for NARAL Pro-Choice Virginia’s mission, a familiarity with political and inclusive advocacy work, and experience engaging diverse communities. They will have a proven record as a strong communicator and experience with digital communications campaigns. They will be able to effectively convey the mission and vision of the organization to multiple audiences, balance multiple projects and deadlines, work in a fast-paced and demanding environment, and nimbly switch gears at a moment’s notice to address the ever-changing national and state political developments. If you are looking for an opportunity to stretch your skills and broaden your horizons, this is the perfect opportunity to take your passion and your career to the next level.

## **Who We Are**

[NARAL Pro-Choice Virginia](#) (NPCV) is a nonprofit organization dedicated to protecting and advancing reproductive rights and health care access at the state level through policy advocacy, grassroots activism, and political organizing. With the support of tens of thousands of member-activists, we build political power for pro-choice Virginians and work to ensure every person can make the personal reproductive health care decisions that are best for them and their family – including preventing unplanned pregnancy, having healthy pregnancies and births, and accessing abortion.

NPCV is an independent state affiliate of NARAL Pro-Choice America and is made up of three entities: our main 501(c)(4) policy and political arm; the 501(c)(3) NARAL Pro-Choice Virginia Foundation, which oversees our issue advocacy, culture change and education programming; and the NARAL Pro-Choice Virginia Political Action Committee which works to elect pro-reproductive freedom candidates. Our staff of 12 is located across a central office in Old Town Alexandria, Va. and satellite offices in Richmond and Hampton Roads.

## What You'll Do

You will:

- Work with staff to develop and implement communications strategies to advance our goals across policy, advocacy, grassroots outreach, elections, and culture change. Help identify, develop, and implement strategies to connect with target audiences (such as the press, members, donors, legislators, grassroots activists, underserved communities, and the general public), educating them on our issues and mobilizing them to take action.
- Monitor trends in nonprofit social media communications and recommend strategies for positioning NARAL Pro-Choice Virginia as a leader in the reproductive rights policy/advocacy space in the Commonwealth.
- Train and manage a paid digital communications fellow who will manage the majority of the social media work (Twitter, Facebook, and Instagram).
- Prepare press releases, media statements, other media outputs, and co-draft op-eds with a discerning eye for detail and accuracy.
- Coordinate with coalition partners on joint press outreach and/or digital communications efforts around policy or activism initiatives.
- Work with coalition partners to develop racial equity communications in support of our allies in the racial justice and reproductive justice movements, as part of our Strategic Plan commitment to anti-racism and dismantling structural racism in our culture-change and policy work.
- Manage NARAL Pro-Choice Virginia's website, maintain integrity and quality of webpages – including content and navigation – through ongoing review and maintenance, update out-of-date content, and remove/archive expired content and spam.
- Lead the organization in developing proactive rapid response efforts to fast-moving developing new stories as needed. Support cross-department digital communications work, such as annual educational publications like our legislative scorecard, annual report, and voter guide.
- Develop strategies to gain earned media coverage to promote our electoral, policy, and program initiatives and elevate our message across a range of networks to ensure we are connecting with a diverse base of supporters. Cultivate strong working relationships with the state and local press corps.

## Who You Are

To be successful in this job, you are strong in these key areas:

- **Communication –**
  - You are a strong writer, a shrewd editor, and a careful proofreader. You are attentive to detail in your written and oral communication, putting your best foot forward from a tweet to a Facebook post to a press release to an interview with a national magazine—treating each communication judiciously.
  - You follow Virginia and national news when it comes to reproductive freedom and can navigate the daily news-cycle and update our team on evolving political and

*Description available online at <https://naralva.org/who-we-are/jobs-internships/>*

legislative current events related to our work in real time.

- You enjoy learning about evolving and groundbreaking public opinion research on access to safe, legal, affordable, high-quality abortion care and new trends on how to be an effective messenger.
- You have a demonstrated ability to think critically about organizational goals and strategy, and to work with a team to develop communications plans accordingly.
- You know your way around and have prior experience in digital communications, including:
  - social media platforms, social media management platforms (such as Tweetdeck or Hootsuite), running or assisting with email and other online campaigns, website editing and upkeep, and member databases/ CRM platforms (NGP/VAN or other member databases).
  - Additionally, you have at least basic experience with and knowledge of graphic design and publishing tools (such as Canva and Microsoft Publisher) and website content management systems (such as Word Press or Square Space).
- You understand current trends in digital communications and social media and can use social media analytics tools to grow a diverse audience and expand our reach.

- **Project Management –**

- You can balance multiple projects while managing one or more people.
- Meeting deadlines is second nature to you – you communicate effectively with your team, ensuring that obstacles are flagged before they become problems.
- You are able to prioritize projects efficiently and manage your time between long-term and short-term priorities.
- You are a team player – you enjoy cross-departmental collaboration, are able to both meet and create deadlines for others, as well as hold yourself and others accountable to agreed upon timelines and responsibilities.
- You are willing to do what it takes in times of crisis communications or when fast-moving deadlines arise in order to meet NARAL Pro-Choice Virginia’s mission, even when that means working outside of normal work-hours – especially during Virginia General Assembly sessions and election cycles.

## **What Else You Should Know**

We are a culture of progressive people deeply committed to reproductive rights and freedom and we are eager to defend and advance those rights. We work in a fast-paced, team-oriented culture, and are frequently multi-tasking and collaborating to meet deadlines. We are diverse and visionary thinkers and welcome your bold and creative ideas and experience in communications and digital media.

This position is currently remote due to COVID-19 and, once appropriate, will be based out of either our Alexandria Headquarters or our Richmond Bureau. The Communication Director will manage one full-time paid communications fellow. Your salary and benefits are competitive for the marketplace. Starting compensation is mid-\$50ks to \$60k (commensurate with experience), with bonus opportunities, plus a robust benefits package including health,

vision, dental, and life insurance, as well as long-term disability, retirement plan, and generous paid time off.

The position requires some nontraditional work schedules, including Virginia-based travel (on pause currently due to COVID-19) and evening and weekend hours (especially during General Assembly sessions and election cycles). This position is full-time exempt (40 hours).

We are committed to a diverse, socially just, and welcoming work environment. We are an equal opportunity employer and people of color, people with varying abilities, and people of all sexual orientations and gender identities are especially encouraged to apply.

### **To Apply**

To apply, please send cover letter and résumé as one document to the attention of McKenzie Midock, Chief of Operations, at [apply@naralva.org](mailto:apply@naralva.org) with subject line "Communications Director - [Your Name]."

Your cover letter should address the qualifications listed above and why you are interested in joining our powerful team. Please include where you heard about this opportunity in your application email. We will start reviewing candidates August 20, but position will be open until filled. Check our website for status updates. While the timeline may change, we anticipate a new hire starting in this position by mid-October. No calls please.