



## **Senior Advisor for External Communications – Job Description**

**Application Deadline:** January 7, 2022  
**Reports to:** Director of Strategy and Engagement  
**Location:** Remote  
**Type of Position:** Full-time employee  
**Salary Range:** \$100,000-150,000/year, commensurate with experience

### **About WomenStrong International**

WomenStrong International finds, funds, strengthens, and shares women-driven solutions that will transform lives in urban communities. Our partner organizations start by listening to women, who know best what they need in order to thrive. We bring them together into a Learning Lab, to develop, test, sharpen, and disseminate solutions to some of the challenges faced by the women and girls in their communities. Through our collective learning and sharing, WomenStrong is building a global community of organizations better equipped to advance the rights and wellbeing of women and girls.

WomenStrong is a learning organization, built on respect and compassion that recognizes our common humanity and essential dignity. Our work is rooted in listening deeply to women and girls, responding to what they say they need, and learning from what works. We have faith in the force of collaboration at all levels, and seek to take a non-proprietary, multidimensional, and holistic approach to our work.

WomenStrong is an equal opportunity employer dedicated to hiring and supporting a diverse workforce. We are committed to cultivating an inclusive work environment and look for future team members who share that same value. WomenStrong staff value and appreciate each others' experience and knowledge; trust their colleagues to do their jobs; strive to be open, direct, and timely, as we communicate with one another; and assume the best of each other. WomenStrong expects staff to listen, to be intentional, and to appreciate different backgrounds, contexts, and approaches.

### **About the Role**

Reporting to the Director of Strategy and Engagement, the Senior Advisor for External Communications will work in partnership with the Senior Advisor for Program Communications, to lead and implement WomenStrong's communications activities. WomenStrong's communications goal is to elevate both its own work, providing technical support, grants, and a learning community to its grantee partners, and the work of those partners themselves. Therefore, we see both Senior Advisors, one for External Communications and one for Program Communications, working very closely together.

The Senior Advisor for External Communications, specifically, is responsible for the development and implementation of a cohesive external visibility strategy that positions WomenStrong before peer organizations, funders, the media, and other influencers.

### **Responsibilities**

#### **External Communications**

- Build and sustain a network of key stakeholder relationships to support the media-related, profile-raising, and fundraising activities of WomenStrong.

- Develop and implement a visibility strategy for WomenStrong and its Executive Director, including engagement with nonprofit and grantmaking peers and potential donors, identifying media opportunities, and managing our responses to those opportunities to maximize visibility.
- Together with the Senior Advisor for Program Communications, oversee implementation of WomenStrong's positioning and messaging strategy, so that the organization communicates to its audiences in a unified, cohesive way.
- Actively engage, cultivate, and manage media relationships.
- Serve as the lead point person to promote the writings and media coverage of the Executive Director and of the organization.
- In partnership with the Senior Advisor for Program Communications, support overall organizational brand cohesion by preparing, editing, or advising WomenStrong's Executive Director, Board, staff and grantee partners on their talking points, speeches, presentations, pitches, and other materials.
- Working closely with the Director of Strategy and Engagement, lead the communications activities designed to support fundraising and donor relations, such as end-of-year giving campaigns, website development, funding pitches, and other promotional materials.
- Lead on the planning and execution of WomenStrong events, both virtual and in-person, that are designed to raise the profile of the organization and its work.

#### Communications Operations

- In partnership with the Senior Advisor for Program Communications, co-develop an integrated strategic communications plan that will advance WomenStrong's positioning, broaden global awareness of its grantmaking priorities and Learning Lab, and increase engagement with key stakeholder audiences.
- Together with the Senior Advisor for Program Communications, oversee development and day-to-day implementation of all communications products, including the annual report, fact sheets, and marketing collateral materials; and electronic communications including WomenStrong's website, email, and social media.
- Help recruit and manage vendors and consultants, when necessary, to support the development and execution of the communications strategy.
- Carry out other duties commensurate with the role and as directed by the Director of Strategy and Engagement.

#### Requirements

- Passion for WomenStrong's mission and vision.
- 10+ years' experience in a senior communications role at a nonprofit or foundation and preferably within the fields of international development, women's rights and/or human rights in general.
- Demonstrated experience in developing and leading a visibility and media strategy, including relationship-building, collaboration, and influencing senior stakeholders external to the organization.
- Demonstrated experience in implementing a comprehensive communications plan to advance an organization's mission and goals.
- Excellent written and verbal communication skills, able to write and edit persuasive copy tailored to diverse audiences and channels.
- Experience managing consultants, PR firms, graphic designers, and other vendors.
- Commitment to staying abreast of communications and storytelling trends within the nonprofit and grantmaking industry and applying best practices and new ideas to our communications work.
- Experience in meeting facilitation, staff training, and mentorship.

- A track record of translating strategic thinking into action and of getting things done in an entrepreneurial environment. The candidate must be energetic, with a “roll up your sleeves” approach, and a willingness to operate within a small team. Day-to-day activities might include updating the website, managing WomenStrong’s social media accounts, and setting up an email campaign.
- Able to work under pressure, manage workloads, and resolve priority conflicts effectively.
- Collaborative personality that works well in a team and in leading and managing independent projects.
- Commitment to DEI learning and practice within the workspace and trust-based funding principles.
- Accustomed to working and collaborating in a virtual environment with a widely dispersed team, some of whom are outside the US and operate in different time zones.
- Ability to travel domestically and internationally, and, occasionally, to work outside of normal business hours to accommodate international partners; and
- Able to accommodate United States East Coast business hours.

### **Application Instructions**

Please submit a cover letter, professional writing sample, and resume to Ms. Bianca Zhang, at [info@womenstrong.org](mailto:info@womenstrong.org), by January 7, 2022.