

Job Description

Communications Manager

Status: Full Time

Salary: \$60k to \$70k, depending on experience

Supervisor: National Director

Location: Remote

Job Summary:

The Communications Manager is responsible for developing, implementing, and overseeing external communication strategies for World Without Exploitation (WorldWE) that align with the organization's goals. This role ensures consistent brand messaging, strengthens stakeholder relationships, and enhances the organization's public image.

Essential Duties and Responsibilities

Manage and execute WorldWE external communications; pitch stories to press and media; manage the organization's website, email communications, social media strategy, and advertising placement.

Responsibilities

External communications

- Develop and execute comprehensive communication plans to support WorldWE's objectives.
- Manage and maintain external communication channels, including social media, press releases, newsletters, and the company website.
- Draft external communications, including email blasts, donor appeals, op-eds, and press releases.
- Create compilation videos using WorldWE footage, b-roll, and other footage for WorldWE events and other programming.
- Monitor and analyze communications metrics across all media channels to measure effectiveness and adjust strategies accordingly.
- Maintain database of brand assets, including organizational background materials, logos, and images.
- Ensure all content adheres to brand guidelines, tone, and messaging standards.
- Pitch stories to press and media

World Without Exploitation

The movement to end human
trafficking and sexual exploitation

- Build and maintain relationships with media outlets, partners, and community stakeholders. Maintain WorldWE's media contact database. Monitor and track WorldWE media coverage.
- Manage WorldWE's CRM (currently Network for Good) and support the donor acknowledgement process. Help identify and transition to new CRM; Design and implement CRM strategies that align with organizational objectives.
- Handle advertising placements (e.g. outdoor, online) as needed

Website

- Manage content for and changes to the organization's website
- Handle routine modifications and upload new content to the WorldWE website using CMS, including speaker profiles and photos, new member logos, and the Rapid Response and Educational Programming (Now & Next webinar series).
- Interface with webmaster for major modifications and structural modifications, coordinating between the WorldWE program team and webmaster.
- Coordinate development of special event pages with WorldWE's webmaster
- Lead monthly calls with webmaster
- Oversee website analytics
- Oversee work of the SEO vendor

WorldWE Newsletter/Email Blasts

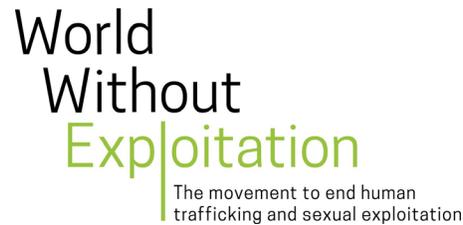
- Write WorldWE solo emails and Coalition Connect (monthly online newsletter), working in Mailchimp email platform.
- Design and send donor appeals in Mailchimp.
- Maintain and update distribution list (currently 14,000) in Mailchimp.
- Manage World Without Exploitation's Rapid Response (action alert) system to garner support for policy initiatives

Graphic Design

- Design event logos, signage, flyers, and other collateral materials for WorldWE events

Social Media

- Develop, implement, and oversee the organization's social media strategy
- Create sharables and update social media accounts to promote WorldWE events, activities, and educational material.



Education and/or Experience

- A bachelor's degree in communications, women's studies or a related field.
- A minimum two years of professional experience.

Knowledge, Skills and Abilities

- Working knowledge of issues surrounding human trafficking and commercial sexual exploitation.
- Excellent written and verbal communication skills.
- Excellent project management skills, with the ability to plan and organize.
- Ability to manage and meet deadlines.
- Graphic design skills; knowledge of or willingness to learn Canva
- Knowledge of CRM systems or willingness to learn.

Organizational Relationship

The Communications Manager reports to the National Director, and works collaboratively with other staff, as well as contractors, vendors and partners to maintain program efficiency.

Physical Demands

Must be able to work at a computer for extended periods of time and participate in Zoom meetings and conference calls.

Work Environment

- This position will be located in the home of the incumbent.
- This position will work both independently and as part of a team, in an environment that can change quickly based on external factors.
- Travel on average three times/year.