



POSITION DESCRIPTION

DIRECTOR OF COMMUNICATIONS

Type of Position: Full-Time (40 hours/week), Exempt
Work Site: Hybrid – Waterbury, VT/Home Office
Supervisor: Deputy Director

Purpose: To effectively communicate a vision for a violence-free future where all people thrive.

Outcomes:

1. The Network has a strong brand identity which reflects the values and vision of the organization.
2. The Network boldly and effectively communicates the story of our work and impact.
3. Key audiences and constituencies are effectively engaged through communications strategies.

Strategies:

- Create, develop, manage, and execute multi-channel campaigns that leverage marketing, social media, email, mail/print campaigns to communicate the work of the Vermont Network.
- In partnership with others, develop, update and maintain both the Vermont Network and Amplify brands and ensure overall alignment and consistent messaging
- Analyze marketing data and engagement to help shape future marketing strategy
- Build internal capacity of staff to clearly communicate the impact of the Vermont Network.
- Establish communications performance indicators, monitor and report on indicators and make recommendations for improvement
- In partnership with vendor, manage web and online presence for both the Vermont Network and Amplify in accordance with best practices
- In partnership with others, assist in managing crisis communications response, media requests and calls to action.
- Support and coordinate events, including some outreach events and annual fundraising event.
- Other duties as assigned.

Additional Activities

- Manifest in daily activities the core values of the organization.
- Use the Network's principles for Constructive Communication.
- Engage Member Organizations and the diverse voices of survivors, their families and communities to inform all activities.

- Represent the Vermont Network at statewide and national events or conferences as requested by the Executive Director.
- Participate in organizational development activities.
- Participate in efforts to achieve organizational goals for addressing racism and the intersection of racism with other forms of oppression.

Qualifications:

- Any combination of education and experience equivalent to a Bachelor's degree.
- Minimum 3 years work experience in communications or marketing role
- Experience managing vendor relationships
- Strong written and verbal communications skills
- Exceptional organizational and project management skills, detail oriented, dependable with an ability to work independently
- Strong creative vision paired with flexibility and deep listening skills
- In-depth knowledge of traditional and digital marketing strategies and tactics
- Hands-on experience developing and running communications campaigns
- Experience with graphic design (Canva and Adobe) is desired
- Social media and web content development and management is desired
- Experience with news media, press releases, or media relations is desired
- Desire and ability to thrive in a nimble, flexible and dynamic organization.

The Vermont Network strives to build a diverse and inclusive community. We believe that in order to support our Member Programs in their efforts to meet the needs of survivors and change the ways in which their communities think about and address domestic and sexual violence, we as an organization must honor the cultures, beliefs, and values of those we serve, and to foster an environment of mutual respect, acceptance and equal opportunity.

We are committed to building and maintaining a multi-cultural and diverse work environment which reflects diversity that exists among the people of Vermont.

The Vermont Network Against Domestic and Sexual Violence does not discriminate on the basis of race, gender, sexual orientation, religion, age, ability, or national origin.