



POSITION ANNOUNCEMENT

Director of Marketing & Communications

Vera House, Inc. is a human service agency providing comprehensive domestic and sexual violence prevention and intervention services.

The Director of Marketing & Communications sets and guides the strategy for all communications ensuring consistency in theme and relevance of content and is responsible for planning, development and implementation of all marketing strategies, communications and public relations activities

Key Responsibilities

Communications

- Responsible for full communications scope which includes published newsletters, websites, social media posts, public relations messages and annual reports.
- Lead development of an annual strategic plan for effective issue related campaigns in alignment with Vera House priorities and leadership
- Collaborate with policy research staff/volunteers to develop strategic media and outreach opportunities and respond to requests for information particularly related to advocacy
- Plan and lead issue-related campaigns
- Reinforce consistent brand identity design and messaging across all internal and external marketing and communications touchpoints

Media Relations

- Develop an overarching public relations strategy based on issue campaigns, publications, and events
- Develop story ideas and draft media materials including pitches, press releases, briefing materials, and coverage reports
- Cultivate long-term media relationships to advance issue campaigns and public support
- Monitor the media and political landscape to stay current on relevant issues at local and national level

- Lead development of press releases, public statements, talking points, and other communications materials

External Affairs

- Represent Vera House at community meetings
- Vet and coordinate requests for outreach events and media interviews

Agency Leadership

- As a member of the executive leadership team, participate in strategic planning and budgeting initiatives and support each functional area in developing effective communications for strategic and tactical initiatives across the organization.

Qualifications:

- Bachelor's degree in related field preferred
- Minimum three years' experience in public relations preferred as well as experience in writing and public speaking
- Thorough knowledge of domestic violence and sexual assault including elder abuse
- Ability to work effectively in crisis orientated setting with diverse individuals
- Strong leadership skills
- Strong planning, organizational, time management, and administrative skills
- Strong interpersonal, oral communication and written skills
- Familiar with social media
- Strong proficiency Microsoft Office Suite
- Ability to work with, as well as build and maintain a positive relationship with community partners and board members
- Ability to solve complex problems and demonstrate critical thinking
- Ability to work independently
- Ability to adapt to demanding situations and work well under pressure
- Ability to work in a fast paced environment
- Familiarity with the Central New York Community
- Sound fiscal management skills
- Appreciation and respect for other cultures and people of diverse backgrounds
- Understands and values racial equity as an organizational operating principle and is committed to continued learning on issues related to race, equity, diversity and inclusion.

Salary - \$55,000 - \$62,000

Bilingual/bicultural candidates are encouraged to apply. Vera House is an Equal Opportunity Employer. Position will be open until January 6, 2021.

Interested candidates should submit a resume and cover letter to:

Hiring Manager

Vera House, Inc.

723 James Street

Syracuse, NY 13203

E-mail: jobs@verahouse.org

NO PHONE CALLS PLEASE