



Position Announcement

Communications Director

Job Title: Communications Director

Department: PCAR Communications

Reports To: Chief Operating Officer, PCAR

FLSA Status: Full Time, Exempt (Hybrid)

Work Hours: Primarily Regular Business Hours

Travel Expectations: Occasional Travel

Salary Range: \$64,000 to \$68,000

Position Summary

The Communications Director is responsible for promoting PCAR goals and objectives through strategic messaging, outreach, and marketing. The Communications Director manages a department that produces publications, the statewide Sexual Assault Awareness Month campaign, online content, and effective media messaging using a variety of platforms and strategies.

This position coordinates with other staff to ensure that PCAR's voice is consistent, on message, high-quality, and in keeping with branding and standards for publications, online tools, and accessibility. This position also oversees PCAR's online initiatives including the pcar.org and safesecurekids.org websites and social networking initiatives. PCAR's communications team builds capacity internally and externally to proactively engage media and positively influence and frame conversations about sexual violence and its prevention.

Essential Duties and Responsibilities

Leadership and planning:

- Coordinate activities with NSVRC's Communications Team and work collaboratively on joint projects.
- Coordinate messaging, media, and public relations with the Chief Public Affairs Officer.
- Coordinate policy-related messages and activities with the Policy Director and Communications and Policy Specialist.
- Work with PCAR's Development Director to develop fundraising materials

- Work with PCAR's Policy Director and Chief Public Affairs Officer to develop policy-related resources and messaging
- Assist staff in responding to technical assistance requests related to media, framing, statistics, controversial issues, current events, and other communications-related topics.
- Provide support and guidance about messaging to PCAR centers to aid in response to time-sensitive current events
- Help to lead our messaging training to centers and allies.
- Coordinate efforts with City Answering to ensure survivors receive the help and support they need through our hotline services
- Participate in agency strategic planning processes.
- Actively participate in agency-wide Management Team and PCAR supervisors meetings.
- Participate in the planning and coordination of special events including national conferences, press conferences, and other events.

Media:

- Develop and implement plan for proactively engaging media and responding to, routing, and tracking media requests.
- Work with PCAR's Public Affairs Officer to create and implement strategies for including core messages in media opportunities.
- Help to maintain and build media connections with PCAR and key media representatives and partners.
- Assist staff in responding to technical assistance requests related to media, framing, statistics, controversial issues, current events, and other communications-related topics.
- Prepare and schedule PCAR Press Releases through our Cision platform.

Branding and Promotion:

- Increase the visibility and credibility of PCAR, especially in areas of communications, messaging, policy and prevention.
- Enhance the visibility and effectiveness of Pennsylvania's Sexual Assault Awareness Month campaign and development campaigns.
- Ensure compliance with PCAR branding guidelines, including style, logo, colors, design, quality, and consistency of messaging; and appropriateness of photographs and images.
- Develop marketing materials about PCAR and its services, including strategic use of social networking opportunities.

Online Activities:

- Ensure all resources are 508 compliant and adhere to accessibility guidelines for print, video, audio, and electronic media.
- Coordinate and oversee coverage of PCAR social networking platforms including Facebook, Twitter, LinkedIn and YouTube.
- Participate in the planning and development of PCAR website structure,
- Assist in the content development, design and maintenance of PCAR's web pages.

Publications:

- Oversee the planning and production of print and online publications including designing, writing and editing.
- Develop articles, editorials, press releases, position statements, talking points and critical analyses on specific themes for key constituency groups, such as state and territory sexual assault coalitions; and provide technical assistance to partners in the field who are doing the same.
- Ensure quality of materials through knowledge of organization's publication standards. Keep track of projects and their deadlines.
- Assist with developing and disseminating e-newsletters and email marketing content. Utilize customer relationship management (CRM) software to optimize outreach and engagement of online audiences.
- Prioritize diversity, inclusion, and a racial justice lens in publications and outreach efforts. Coordinate the development of culturally-relevant materials to engage a diverse range of traditionally underserved communities.
- Ensure clear communication with external consultants and vendors, such as printers, media-related partners, and campaign consultants; and ensure competitive pricing.
- Assist with the design, writing and production of reports to funders, Board of Directors, and others as requested.

General:

- Attend and/or participate in national conferences, workshops, meetings and focus groups.
- Participate in staff meetings and in-service trainings and perform other duties as assigned by management.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

Background in Communications, Journalism, English, Marketing, or related field. Three years of related experience and/or training required; or equivalent combination of education and experience, such as but not limited to Associate's Degree, Bachelor's Degree, or other related certificates, continuing education, and experience.

This position requires research abilities, a sound understanding of statistics and social science methodology and excellent writing and editing skills. Some public speaking is required. Experience with social media platform management (including Facebook, Twitter, LinkedIn); graphic design with Adobe Creative Suite software (InDesign, Photoshop, and Illustrator); customer relationship management (CRM) software; and website content management systems preferred.

Knowledge of sexual assault direct service, prevention, or related social justice field is helpful. Candidates should thrive in a fast-paced, collaborative team, excel at multitasking, managing multiple projects and deadlines, and demonstrate attention to detail. Candidates who identify as bicultural and bilingual in Spanish and English are encouraged to apply.

Language Skills

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

Reasoning Ability

Ability to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

Requirements

1. Ability to effectively manage multiple priorities and projects simultaneously and ability to meet strict deadlines. Ability to identify and respond to shifting priorities.
2. Must be a self-starter that can work within a team and fast-paced environment and handle a variety of tasks with multiple deadlines. Must be very detail-oriented and work with minimal supervision.
3. Excellent oral and written communication skills. Must possess excellent project management, organizational and negotiation skills. Excellent client service skills.
4. Demonstrated sensitivity and ability to collaboratively work with individuals and groups from diverse populations and organizations. Ability to maintain cooperative and professional demeanor with rape crisis centers, coalitions, agency staff/board, council members, vendors, consultants, allied professionals and the general public. Must be able to foster positive working relationships with people and create a respectful and open accessible environment.
5. Must have proficiency with the technology necessary for the functions of the position.
6. Accept and abide by the mission and core values of PCAR.
7. Must be willing to complete a Pennsylvania rape crisis center sexual assault victim counselor training, if not already completed in the past 3 years.
8. Pennsylvania driver's licence and vehicle are not required for this position.

Certificates, Licenses, Registrations

Not applicable

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

Other Duties As Required

The statements contained herein describe the scope of the responsibility and essential functions of this position but should not be considered to be an all-inclusive listing of work requirements. Individuals may perform other duties as assigned including but not limited to work in other areas to cover absences or relief to equalize peak work periods or otherwise balance the workload.

Salary Range

\$64,000 to \$68,000 depending upon qualifications.

To Apply

PCAR offers a competitive salary and benefits package. Qualified candidates are encouraged to apply online at pcar.org/employment by June 23, 2022.

Who We Are

Founded in 1975, the Pennsylvania Coalition Against Rape works to end sexual violence and advocates for the rights and needs of all sexual assault victims. PCAR partners with a network of rape crisis programs to bring help, hope, and healing around issues of sexual violence to the Commonwealth of Pennsylvania. PCAR also operates the National Sexual Violence Resource Center (NSVRC), which identifies, develops and disseminates resources regarding all aspects of sexual violence prevention and intervention. Key elements of PCAR's work includes:

- Ensuring that communities have access to quality victim services and prevention education by providing funding, training, materials and assistance to a network of rape crisis centers that serve all of Pennsylvania's 67 counties.
- Providing resources and training on sexual assault-related issues to professionals across the Commonwealth.
- Promoting public policies that provide protections and services to victims of sexual violence, hold

offenders accountable, and enhance community safety.

- Launching the Sexual Violence Legal Assistance Project in 2018 to provide holistic legal services to survivors of sexual violence.
- Working with media to increase public awareness, access to accurate information, and ethical reporting practices.
- Collaborating with the National Alliance to End Sexual Violence (NAESV), and the ValorUS to operate RALIANCE. RALIANCE was founded in 2015 through a multimillion dollar seed investment by the National Football League with a mission of ending sexual violence in one generation. RALIANCE promotes prevention by awarding grants, advancing research, policymaking, and more.

Who We Are

PCAR understands sexual violence as a social justice issue and works to prevent and respond to sexual violence within this framework. We are committed to nurturing a workplace that is affirming, inclusive, and respectful of all people and the ways in which they identify across race, class, ability, gender, sexual orientation, age, and other characteristics.

Equal Employment Opportunity Commission

PCAR provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics.