



COMMUNICATIONS DIRECTOR Job Posting

The Leeway Foundation is a Philadelphia-based independent foundation that supports women, trans*, and gender nonconforming artists and cultural producers working in communities at the intersection of art, culture, and social change. Through the Foundation's grantmaking and other programs, we promote artistic expression that amplifies the voices of those on the margins, promotes sustainable and healthy communities, and works in the service of movements for economic and social justice. For more information about Leeway, visit: leeway.org

TERMS OF EMPLOYMENT

Location: Philadelphia. Full-time exempt. Hours: 40 hours per week on average. May work more hours around peak times, including events, deadlines, and panel meetings. Some evenings and weekends.

JOB DESCRIPTION

Working closely with the program staff, the Communications Director plays a hands-on leadership role in creating a communications strategy, developing, community engagement and outreach programs, and utilizing both traditional and social media to convey effective public messages about Leeway. The Communications Director will set strategic annual communications goals, build synergies and leverage resources with other organizations, maintain excellence of support for artists, and ensure the highest quality communication for the Foundation. This position reports to the Executive Director, supervises the Communications & Community Engagement Assistant, and works closely with program staff.

KEY RESPONSIBILITIES

- Strategy and Leadership
 - o Implement short and long range objectives and policies in accordance with strategic plan.
 - o Design and lead a communications program that increases the visibility of the Foundation and ensures consistency in core messaging across the organization while supporting the Foundation's mission and broad strategic goals.
 - o Develop annual operations plan for communications and engagement activity.
 - o Supervise consultants/contractors, support staff, interns and volunteers, as appropriate.
 - o Identify and cultivate relationships with key individuals and peer organizations locally, regionally and nationally to expand awareness of the Foundation.
 - o Represent and serve as an advocate for art and change in key philanthropic and other networks to support the strategic goals of the Foundation.
 - o Work collaboratively to meet communications, community engagement and outreach needs of the organization.
 - o Participate in organizational strategic planning, board initiatives, and staff retreats.
- Communications and Visibility
 - o Develop strategies for increasing Leeway's reputation and credibility as a resource among key local, regional, and national partners and media.
 - o Oversee development, maintenance and content management for the website, e-newsletters, and social media to engage and mobilize grantees, community partners, and potential applicants with relevant and up-to-date information.

- o Maintain visible public presence of Leeway and its grantees, including effective representation and dissemination of information about Leeway's grant programs and events.
 - o Manage the development, editing, production and distribution of online and print materials including grant applications, annual poster, artist books, flyers/postcards, and other collateral.
 - o Coordinate hiring of photographers and/or videographers for publications and documentation of public events.
 - o Work with local, regional and national press to maximize media coverage for the Foundation and its grantees.
- Community Engagement and Events
 - o Identify opportunities to increase the visibility of the Foundation and its programs.
 - o Develop and execute events held at the Foundation (i.e. workshops, master classes, screenings and exhibitions).
 - o Work with staff to develop annual calendar of community engagement activities and events.
 - o Collaborate with community partner organizations and grantees to identify engagement and outreach opportunities.

QUALIFICATIONS

- Excellent communications skills, both written and oral.
- Extensive writing and editing experience using a variety of print and online software and platforms, as well as experience working with local and national media outlets.
- Ability to multi-task, follow through, pay attention to details, and work well under pressure to meet deadlines.
- Demonstrated skill and comfort in proactively building relationships with diverse audiences, including community leaders, reporters and editors, community partners and our constituents.
- Experience creating materials such as press releases, newsletters, annual reports, brochures, quality educational presentations and handouts, and dynamic content for advocacy alerts, blogs, websites and social media.
- Strong proficiency in current technology, including social media, content management systems, and graphic design programs.
- Creative, results-oriented, self-starting, willing to learn and work with a team, and able to manage a demanding schedule, including some travel and occasional evening and weekend meetings and events.
- A well-articulated commitment to social justice.

REQUIRED SKILLS & EXPERIENCE

- Minimum of 3-5 years experience with design, management, and evaluation of strategic communication programs.
- Demonstrated knowledge of issues facing artists who identify with marginalized communities.
- Demonstrated experience with and commitment to art and social change work or community organizing.
- High level of proficiency in Microsoft Office Suite, social media content management, and web-based tools (Expression Engine, Formstack, MailChimp, Eventbrite, etc.).
- Applicable knowledge of Adobe Creative Suite.
- Ability to track metrics, evaluate and report qualitative and quantitative data.
- Experience facilitating small and large groups and managing staff, interns and volunteers.
- Demonstrated commitment to personal integrity, striving for excellence, and collaborating with others to achieve new levels of effectiveness and impact.
- Enthusiastic and collaborative approach to work, a sense of humor, a willingness to learn, and be open to new ideas.

- Experience with database software preferred, but not required.
- Spanish language skills a plus.

COMPENSATION

Salary: Commensurate with experience. Generous benefits package, including health, dental, and vacation. Position is based in Philadelphia, but candidate must be willing to travel throughout the six-county Philadelphia region.

TO APPLY

Applications will only be accepted online: leeway.org/commdir

Interested candidates should prepare:

- A one-page letter indicating interest in and qualifications for the position;
- A resume;
- Relevant work samples (e.g., website/blog, press releases, brochures, annual reports, newsletters, or published article);
- A writing sample (maximum 1,500 words) that illustrates experience with and/or interest in art for social change; and,
- Names of three professional references with contact information.

No phone calls, please. All applications will be acknowledged.

Please submit your materials on via email to:

Email: jobs@leeway.org

Subject: Communications Director Search

The Leeway Foundation is committed to the principles of equal opportunity employment at every level without regard to race, color, religion, national origin, sex, marital or familial status, sexual orientation, gender identity characteristics or expression, age, non-job related disability, or political affiliation.

Learn more about us at leeway.org

*Leeway is a trans-affirming organization committed to gender self determination, and we use the term "trans" in its most inclusive sense, as an umbrella term encompassing: transsexual, transgender, genderqueer, Two-Spirit people, and more generally, anyone whose gender identity or gender expression is nonconforming and/or different from their gender assigned at birth.