



FOR REPRODUCTIVE EQUITY

## **Lilith Fund Communications Manager**

Lilith Fund is seeking a Communications Manager in Austin, Houston, or San Antonio TX who will expand and strengthen the communications programming that supports the mission of Lilith Fund. The Communications Manager will work closely with the organization's staff to develop, manage, and execute a comprehensive communications plan, which includes media relations, online and offline campaigns, creating dynamic written content, social media management, visual storytelling, and contribution to the communications needs of the organization's fundraising goals. The Communications Manager will be responsible for strengthening the public voice and identity of Lilith Fund by polishing our branding (our look and feel), values-based messaging, and tone. The position is full time and pays \$52,000 - \$55,000 plus benefits.

### **About Lilith Fund**

Lilith Fund, founded in 2001, funds abortion and advocates for change through the movement for reproductive justice. Lilith Fund operates two core programs. Our first program is our direct assistance hotline, through which we provide small grants to people seeking abortion in the central and southern regions of Texas. Our second program is the Client Engagement Program, which provides leadership development, emotional support, and case management services to our clients. Lilith Fund also heavily engages in local and statewide movement-building, organizing, and policy advocacy work in order to create systemic change.

### **Primary Responsibilities**

- Develop and execute annual communications plan for the organization
- Partner with Executive Director and Development Director on strategic communications and messaging to support our mission and vision and grow the capacity of the organization
- Create campaign plans and coordinate with appropriate colleagues, including partnering with the Development Director on fundraising solicitations and campaigns through direct mail and electronic communications
- Update and implement organization's communications tools (i.e. boilerplate, messaging matrix, annual content calendar, photo library, monthly media archives, Google alerts, etc.)
- Maintain, schedule, and update content on social media accounts (Facebook, Instagram, Twitter), manage paid advertisements and associated budgets for campaigns as needed, field amplification requests from partner organizations

- Regularly update content on website such as blog posts and event information in a timely fashion
- Partner with Executive Director to regularly send targeted and mass emails to our listserv, track open rates and analyze data with a focus on increasing the efficiency of our communications
- Partner with Development Director to co-lead our annual “Bowl-a-Thon” peer-to-peer online fundraising campaign, managing online communications
- Partner with Executive Director and Organizer on drafting talking points and/or messaging related to advocacy and/or policy initiatives and campaigns
- Partner with Executive Director on drafting talking points and remarks for public speaking engagements
- Partner with statewide coalition communications committee on coalition strategies during the Texas legislative session
- Partner with the fellow co-plaintiffs and appropriate coordinators on communication efforts related to our existing lawsuit
- Create EveryAction sign-up pages for events and trainings
- Serve as primary press contact for the organization, build lasting relationships with reporters and editors in target media markets
- Partner with Executive Director to draft and distribute all media materials, including press releases, media advisories, media kits, pitches, and rapid response statements
- Edit all correspondence sent out from organization to maintain consistency
- Support communications needs of Lilith Fund’s special events (i.e. creation of communications timelines, invitation/save-the-date content and design, email language, social media and website promotion, etc.)
- Create simple fliers and/or graphics for social media and print communications as needed
- Oversee communications-related budget and expenses related to communications expenses
- Prepare detailed monthly communications report, including social media and earned media analytic reports, to Board and Executive Director

### **Secondary Responsibilities**

- Build relationships and represent Lilith Fund and our values among local community organizations
- Maintain accountability to administrative systems and procedures, including submitting expense reimbursements, credit card reconciliations, invoices, and so on by the deadlines assigned, as well as submitting content for the organizational calendar
- Participate actively in staff meetings and retreats
- Represent Lilith Fund in National Network of Abortion Funds programming and leadership opportunities

### **Qualifications**

Lilith Fund is looking for someone with strong personal organization and attention to detail who has the proactive spirit needed to develop creative communications strategies and the leadership skills to execute them.

*Required:*

- Basic knowledge of landscape of abortion access and reproductive rights in Texas
- Minimum two years experience with some or all of the following: media relations, graphic design/formatting, editing, content writing, messaging, social media, utilizing various communications tactics informed by key data points and trends, multi-faceted communications campaigns, branding, website management
- Demonstrated ability to articulate and reach goals, build meaningful relationships, work collaboratively, be flexible and lean into experimentation, work through tensions and conflicts, utilize organizational tools and document progress, adapt to rapidly changing situations in politically challenging environment
- Experience using/learning advanced technology (i.e. email, Google Suite, Google Hangouts, Slack, Trello, Tresorit, etc.)
- Experience using/learning at least one graphic design software (i.e. Adobe Illustrator or Photoshop, Canva, etc); social media tools (i.e. Tweetdeck, Sprout Social, etc.); bulk email software and/or customer relations management (CRM) software (i.e. EveryAction)
- Must be comfortable working remotely with heavy online communication
- Exceptionally strong written and oral communication skills

*Preferred:*

- Previous experience in communications for grassroots organizations or causes with challenging landscape due to political nature or stigma of focus area
- Experience using/learning at least one graphic design software (i.e. Adobe Illustrator or Photoshop, Canva, etc); social media tools (i.e. Tweetdeck, Sprout Social, etc.); bulk email software and/or customer relations management (CRM) software (i.e. EveryAction)
- Strong analysis of and demonstrated commitment to reproductive justice, intersectionality, and anti-racism
- Spanish-language fluency, ability to translate communications materials from English to Spanish

**Values-driven Hiring**

Lilith Fund is committed to investing in the leadership of people of color, people who have had abortions and/or who have received funding from an abortion fund(s), low-income people, people with disabilities, immigrant people, Native people, formerly incarcerated people, queer, trans, and gender nonconforming people. We do not discourage applications from or discriminate against people with a conviction history and we do not conduct conviction history checks as a part of our hiring process. You will not be asked about your conviction history at any point in the hiring process.

**Position Details**

This full-time salaried position will be located in Austin, Houston, or San Antonio, TX and the desired start date is November 12, 2018. The position is remote. Some travel within Lilith Fund supporter/donor bases (Austin, Houston, San Antonio) and minimal travel outside of the state (for conferences and professional development) is required. The salary is \$52,000 - 55,000 plus a comprehensive health care package, 120 hours paid vacation time, a 401(k) plan with up to 6% employer match, and more. The Communications Manager directly reports to the Executive Director.

### **How to Apply**

Submit a your resume and a 1-page cover letter, as attachments, via email to [info@lilithfund.org](mailto:info@lilithfund.org), with the subject line "Communications Manager, [your name]".