



Director of Communications

Women Creating Change (WCC)

New York City (Hybrid)

ABOUT WOMEN CREATING CHANGE

Women Creating Change (WCC), a 109-year-old non-profit organization previously known as the Women's City Club of New York, is dedicated to advancing the rights of women to shape the future of New York City.

WCC is committed to advancing gender equity, focusing on uplifting women of color and gender-expansive individuals in underserved communities. Through leadership development, research and advocacy, we equip women to champion themselves, their families, and their communities.

Our aim is to drive policy change, enhance community conditions, and restructure systems to create a more equitable New York City.

THE OPPORTUNITY

WCC is seeking a committed, visionary, and strategic leader to serve as our Director of Communications. This hire will play a pivotal role in positioning WCC at the forefront of civic engagement work in New York City. The Director of Communications will be part of a team that drives impactful change within the organization and in the communities we serve. This person will work in partnership with the President & CEO to shape and execute our communication strategies while forging and nurturing critical partnerships that amplify our reach and influence.

POSITION SUMMARY

The Director of Communications will develop and lead WCC's communications strategies. The ideal candidate will be an entrepreneurial, forward-thinking, innovative, and growth-oriented

individual with excellent leadership and management skills. WCC is investing in building our communications capacity and this role will require hands-on foundational-level work.

Key Responsibilities:

Strategic Communication: Develop and implement a comprehensive communications strategy, driving brand and message consistency and excellence across all communication areas. Effectively communicate with various stakeholders, including the community, partners, donors, elected officials, the public, and the board.

Brand Voice Development: Develop and maintain a unique and consistent voice for WCC across all communication channels.

Strategy Execution: Create and implement strategies to increase WCC's brand awareness and grow the WCC community. Plan, execute, and evaluate communication efforts, ensuring they deliver tangible and sustainable results aligned with business goals. Lead efforts to integrate resource development as an organizational priority.

Multi-Platform Engagement: Increase brand awareness and donor/community engagement through effective use of many platforms, including social media, email communication, and other digital platforms.

Internal Communications: Lead internal communications to ensure staff and stakeholders are informed and engaged with the organization's initiatives.

Content Creation: Produce compelling content, including for newsletters, press releases, annual reports, social media posts, resource development tools, the WCC website, and the Civic Matters Hub.

Media & Public Relations Management: Work in partnership with WCC's development, media and communications consultants to support organizational goals.

Team Collaboration: Work closely with other team members to ensure cohesive and coordinated communication and development efforts.

Leadership and Mentorship: Develop, lead and mentor other team members, fostering a collaborative and innovative environment.

CANDIDATE PROFILE

While no one candidate will possess every quality outlined for this position, a successful candidate will bring many of the following professional qualifications and personal attributes.

A PASSION FOR THE MISSION

On the most fundamental level, the Director of Communications will be deeply motivated by the mission of creating a community of changemakers in New York City and the power of engaging women and gender expansive individuals in the civic processes of the city. This leader will be

responsive to the needs of the communities WCC serves and will be respectful and mindful of the unique cultures represented.

A STRATEGIC VISIONARY AND ORGANIZATIONAL LEADER

The Director of Communications must also be grounded in strategic, results-driven work. They will be a self-starter who is resourceful and entrepreneurial, yet team-oriented.

Strong candidates will also offer:

- A deep commitment to civic engagement, public policy advocacy, and gender equality.
- Bachelor's degree.
- Minimum of 7-10 years of experience in communications, with a proven track record in strategic communications leaders and a deep understanding of integrated development and communications efforts.
- Proficiency in MS Office, Google Suite, Canva, Adobe Suite, social media platforms, and web-based software applications. Experience with digital analytics tools is a must.
- Strong organizational and project management skills, with the ability to multitask and prioritize effectively.
- Exceptional written and verbal communication skills, with the ability to translate programs into communications and a solid understanding of how to speak to distinct audiences.
- A creative thinker and innovator who can proactively identify challenges and actively work to find solutions.
- Strong leadership and team management skills, with the ability to inspire and guide a diverse team.

If you are a dynamic and strategic leader who is passionate about creating positive change, this role offers a unique opportunity to shape the future of our organization and drive transformative outcomes. Join us in making a significant difference in the communities we serve.

APPLICATION PROCESS

To apply, please email your cover letter (describing your commitment to the mission and your experience guiding communication and development strategies for nonprofit organizations) and resume to Attn: Director of Communications Search at employment@wccny.org. No calls please. You will only be contacted if we are interested in pursuing your candidacy. Applications will be considered on a rolling basis.

EQUAL OPPORTUNITY EMPLOYER

WCC is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. We highly encourage women, non-binary individuals, Black, Indigenous, Asian, Hispanic, Latinx, low-income, and LGBTQ+ people to apply! Please find our values statement [here](#).

BENEFITS

Salary: The salary range for this position is \$100,000 to \$110,000, depending on experience and qualifications.

Benefits: Comprehensive benefits package including health, dental, and vision insurance, retirement plan, and paid time off.