



Rhode Island Coalition Against Domestic Violence
Position: Communications Manager
JOB DESCRIPTION

Summary:

The RICADV is a leader in strategic communications within the global movement to end domestic violence. This position is an exciting opportunity to carry forward our nationally-recognized, award-winning work in this area. The Incumbent will play an integral role in creating social change and shifting community attitudes through efforts such as statewide public awareness campaigns and media advocacy with journalists.

The Incumbent plans, organizes, implements, and oversees the day-to-day operations of the Rhode Island Coalition Against Domestic Violence (RICADV) communications department. The Communications Manager is a full-time position with supervisory responsibilities.

Specific Responsibilities:

- *Strategy and Plan Development:* Works with the Communications Team to develop, plan, execute, evaluate, and support comprehensive communications strategies for RICADV's policy, prevention, and communications work, SOAR (Sisters Overcoming Abusive Relationships, survivor task force), and RICADV's network of member agencies. Utilizes project management tools to ensure that mission-driven initiatives have clear message objectives, delivery method, and timelines for each target audience and campaign. Convenes the Public Awareness Working Group to guide the implementation of three statewide public awareness campaigns each year. Oversees statewide Helpline publicity, and provides media support and technical assistance to member agencies as needed.
- *Publications Oversight:* Responsible for maintaining a calendar of all public education and communications/media activities, tracking the success of each campaign, and providing regular reports to their supervisor. Develops and designs RICADV's publications, program reports, and materials; works with graphic design consultants and print vendors. Edits agency documents for accuracy and RICADV style consistency.
- *Public Relations and Media Advocacy:* Coordinates earned and unearned media around public awareness campaigns, public policy announcements, new initiatives, and community events. Manages all RICADV social media and creates social media strategies as part of the overall strategic communications plan. Prepares all spokespersons for media interviews, ensures all media opportunities are fully vetted, and proactively develops and maintains relationships with members of the press.

- *Brand Messaging:* Responsible for ensuring consistent brand messaging across all communications channels and materials. Responsible for effective storytelling that conveys the RICADV's mission and is reflective of the survivor/victim experience. Ensures RICADV's messages and campaigns are reaching diverse communities in Rhode Island, specifically communities of color and other marginalized communities.
- *Website Management:* Manages RICADV, SOAR, and campaign websites. Oversees website launch as needed, including redesigns, conversions, etc. Oversees Salesforce expansion programs and other tools. Interfaces with media and design consultants, manages media contact database, and oversees search engine optimization and analyzing web traffic statistics to inform best communications practices and strategies.
- Supervises the Communications Associate.

Requirements:

A Bachelor's degree in Communications, Public Relations, Marketing, Journalism, or relevant experience is required. Must have at least three years of experience in working with reporters on earned media opportunities and demonstrated success at generating stories and dialogue in media outlets. Must be an excellent writer, with experience in targeted community messaging; must be savvy with technology, news, and social media; must be detail-oriented and have the ability to work under tight deadlines. Must be proficient in Microsoft Office products (Word, Excel, PowerPoint); Adobe (InDesign, Photoshop, Illustrator); and have basic working knowledge of HTML and content management systems (Joomla!). Experience with branding consistency across all communications materials and strategic communications planning is required. A passion for working in the domestic violence movement is preferred.

The RICADV is an equal opportunity employer and fully committed to a culturally diverse staff. People of color, women, people who identify as LGBQ/T, and multilingual candidates are encouraged to apply.