

Director of Communications

Reporting To: Chief Operating Officer

Location: Remote

Travel: Up to 10% of role

About Zioness: Zioness is a coalition of Jewish activists and allies who are unabashedly progressive and unapologetically Zionist. We are a grassroots organization with more than 30 chapters across the country, fighting for the advancement of social, racial, economic, environmental and gender justice in America. We are also committed to fighting for Zionism and the inclusion of Zionists in social justice spaces, because Zionism is itself a progressive value: the movement for liberation and national self-determination of the Jewish people in our indigenous homeland.

Role Description: The Director of Communications will oversee the overall strategy and execution of Zioness' internal and external communications. This role includes managing the organization's messaging, content creation, and media relations to ensure alignment with Zioness' mission and strategic goals. The Director of Communications will lead efforts to amplify Zioness' message across multiple platforms, engaging with various stakeholders, including staff, donors, members, and the media.

Responsibilities:

Communications Strategy and Management

- Develop and implement a comprehensive communications strategy to advance Zioness' mission and goals.
- Manage internal and external communications, including newsletters, email campaigns, social media content, and updates to staff, donors, and members.
- Create and manage a content calendar for all social media platforms, ensuring consistent and engaging content delivery.
- Leverage analytics and reporting tools to refine the organization's engagement and content strategy.

Content Creation and Media Relations

- Write, edit, and proofread a variety of content, including newsletters, social media posts, press releases, and website updates.
- Develop and distribute rapid response communications in partnership with the Executive Director and other key stakeholders.
- Engage with media outlets to promote Zioness' message, secure coverage, and manage media inquiries.
- Coordinate with graphic designers and other creative professionals to produce high-quality visual content.

Digital Engagement and Community Building

- Build and maintain email lists and manage effective email engagement campaigns.
- Create and engage with Zioness groups on social media, fostering online communities and discussions.

Operational Support and Collaboration

- Coordinate with external vendors on specific projects, including event

- promotions and public programming.
- Support the Executive Director in maintaining regular donor communications and preparing information for grant requests.
- Collaborate with the organizing team to leverage constituency relationships for chapter building opportunities.

Other Duties as Assigned:

- Fully support all efforts to execute the organization's strategic plan, as assigned.

Qualifications + Expectations:

- 5-7 experience in communications and social media
- Deep passion for progressive issues and Zionism, with a solid understanding of social, racial, economic, gender, and environmental justice movements.
- Capable of producing results with minimal oversight, embracing a start-up mentality with a willingness to tackle diverse tasks and support team efforts.
- Strong organizational skills, attention to detail, and a professional demeanor, capable of developing and executing comprehensive engagement strategies.
- Excellent communication and writing skills, with proficiency in social media and online tools to drive both online and offline engagement.
- Strong interpersonal skills, good judgment, and discretion, with the ability to build rapport with diverse constituencies and handle sensitive information.
- Ability to thrive in a fast-paced environment, with flexibility for non-traditional hours and a commitment to embodying and representing Zioness' values at all times.
- Familiarity with tools like Canva, NGP VAN/EveryAction, and social media platforms, with experience in developing and implementing creative strategies to attract and engage new constituencies.
- Willingness to travel regionally and nationally as needed to support organizational goals and engagement activities.

Compensation: This is a full-time, exempt position with a salary range of \$90,000-110,000, commensurate with experience

Benefits:

- Fully covered, high quality health insurance
- Ten (10) days discretionary paid vacation plus federal holidays
- Five (5) paid sick days per year
- Paid time off on the following Jewish holidays when they land on a weekday: the first two days of Passover, one day of Sukkot, Rosh Hashanah, Yom Kippur, one day of Simchat Torah
- Three months paid family leave
- Access to a 403(b) retirement plan
- \$1,000/year tech stipend

Equal Opportunity Employer: We are an equal opportunity employer and are committed to cultivating a team that reflects the rich diversity of the population we serve. We do not discriminate on the basis of race, color, national origin, religion, age, sexual orientation, gender identity or expression, marital or domestic partner status, veteran status, medical condition, mental or physical disability which would not prevent the performance of essential job duties without reasonable accommodation.