Director of Communications

Reporting To: Chief Operating Officer, Chief Executive Officer
Location: Remote, based anywhere in the contiguous United States

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: Zioness is seeking a visionary, strategic, and nimble Director of Communications to elevate our unique and powerful voice and grow our reach at a pivotal moment for our movement. This leader will own our internal and external communications strategy — spanning social media, content creation, rapid response statements, media relations, storytelling, email newsletters, event promotion, and more. The ideal candidate combines sharp political instincts with a talent for crafting clear, compelling narratives that resonate across diverse audiences. They know how to move fast, stay on nuanced message in the face of crisis, and build systems that empower staff, volunteers, and supporters to speak out powerfully and consistently. 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.

Key Responsibilities:

Strategic Communications Leadership

- Develop and execute a comprehensive communications plan aligned with Zioness' mission, goals, and growth strategy.
- Serve as the organization's primary drafter, editor and messaging guide, ensuring all public-facing content is timely, clear, and compelling.
- Act as a trusted thought partner to the CEO on crisis communications and high-profile public statements.

Rapid Response & Media Relations

- Constantly monitor the news cycle, identify opportunities for Zioness to lead with timely statements, op-eds, or media appearances.
- Draft and distribute press releases, media advisories, op eds and statements on breaking news and urgent issues.
- Cultivate and manage relationships with journalists and media outlets; pitch stories and op-eds that amplify Zioness' voice.

Social Media & Digital Engagement

- In partnership with CEO, oversee the strategy, content, and tone for all Zioness social media channels, ensuring a consistent and authentic voice
- Track analytics to assess impact and engagement, iterating and refining content strategies accordingly.
- Partner with organizers to translate on-the-ground work into powerful digital storytelling.
- Write, edit and produce a variety of content across social media platforms including

Instagram, Tiktok and X
- Review and edit existing Zioness media collateral to create video clips to be posted on social and website
- Create an editorial calendar outline cadence re: regular posting, and content delivery linked to calendar specific events
- Coordinate with graphic designers and other creative professionals to produce high-quality visual content.
- Proficiency in Canva, graphic design abilities and video editing for reels and other social media content
- Create and engage with Zioness groups on social media, fostering online communities and discussions.

Email & Newsletter Strategy
- Lead the production of regular email newsletters and updates that keep supporters informed, inspired, and engaged.
- Develop systems to highlight local wins, volunteer stories, and urgent calls to action.
- Event Recruitment & Promotion
- Design communications strategies to recruit attendees for national and local events, webinars, and trainings.
- Craft compelling promotional content and digital toolkits for partners and volunteers.
- Build and maintain email lists and manage effective email engagement campaigns.

Internal & Movement Communications / Storytelling and the Brand Voice

- Develop clear internal messaging and toolkits to ensure staff, board, and grassroots leaders are equipped with talking points and guidance.
- Ensure Zioness' communications reflect and strengthen our position as a trusted progressive ally and a courageous voice for the Jewish community.
- Elevate diverse stories from the Zioness community — including local leaders, volunteers, and coalition partners — to show the impact of our work.
- Guard and grow the Zioness brand: bold, unapologetic, progressive, and deeply rooted in justice.
- Support the CEO in maintaining regular donor communications and preparing information for grant requests.

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

Qualifications + Expectations:
- 5-7 experience in communications, earned media, content creation and production, and social media platforms
- 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 $100,000-135,000**, commensurate with experience.

This role includes fully covered health insurance, including vision and dental, and offers the flexibility to work from home anywhere within the contiguous United States. Employees receive ten days of discretionary paid vacation and six paid sick days annually, along with paid time off for federal and Jewish holidays. The benefits package also includes paid family leave, access to a 403(b) retirement plan, and a $1,000 annual technology 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.