



GROUNDSWELL FUND

JOB ANNOUNCEMENT

COMMUNICATIONS DIRECTOR

Location: Remote, within the U.S.
Hours: Exempt, Full-time (40 hours/week)
Regular Salary: \$110,000 annually or commensurate with experience.

Overview: We're currently inviting applications for a Communications Director to lead the development and implementation of communications and digital organizing strategies that complement our work across our 501c3 and 501c4. Our current communications needs are met by a collective of consultants, and we're excited for the opportunity to bring someone into a staff role as we move towards a more collaborative, integrated approach to communications throughout our organization.

We are committed to attracting, developing and retaining exceptional people, and to creating a work environment that is dynamic, rewarding, and that enables each of us to realize our potential. Groundswell Fund has strong values around racial and gender justice and a lived commitment – manifested through ongoing, proactive training and political education - to creating a workplace free of racism (including anti-Blackness), homophobia, transphobia, xenophobia, or any other discriminatory behavior or micro-aggressions. Our work environment is open to all employees and partners, respecting the full spectrum of races, ethnicities, national origins, ages, sexual orientations, gender identities, beliefs, religions, faiths and ideologies, cultures, socio-economic backgrounds, and levels of physical ability.

Who We Are: Groundswell Fund is a public foundation that strengthens U.S. movements for reproductive and social justice by resourcing intersectional grassroots organizing and centering the leadership of women of color, particularly those who are Black, Indigenous and Transgender. We do this through (almost always general support and long-term) grantmaking, capacity building programs for grantees who want to increase their power through grassroots organizing and integrated voter engagement, and by organizing within the philanthropic community to increase giving to intersectional organizing led by women of color – whether that giving is directly to grantees or through Groundswell. Our 501(c)(3) is the largest funder of the U.S. reproductive justice movement and our 501(c)(4) is the largest fund centering WOC-led electoral organizing.

Our board of directors and advisory members that guide our strategy include the most prominent women of color movement leaders of our time. Our staff team is led by women of color and transgender people of color who are former grassroots organizers with a combined 80 years of on-the-ground organizing experience across the U.S. within many different social change movements. Our community currently includes 30 foundations and over 300 individual donors who are giving through Groundswell to support over 150 grassroots organizations across the United States. Together we have moved more than \$50 million to the field over the last decade.

What We Believe: We believe people living at the sharpest crosshairs of race, class and gender oppression often have the clearest insight into systemic oppression and the best solutions for dismantling it for all people. We believe the chasm that exists between the progressive values held by the overwhelming majority of people in the U.S. and regressive systems and policies that govern our lives can only be closed through powerful grassroots organizing that empowers voters and communities at large to hold public officials accountable. We believe intersectional organizing is the way to achieve both material changes in people's daily lives, and an organized and sustained grassroots base powerful enough to protect key victories and win again, year after year. Thus, we believe that resourcing intersectional organizing led by women of color – particularly those who are Black, Indigenous and Transgender, is the surest way to create a society where everyone thrives. With climate change and other disasters looming, we don't have time to wait. We must dramatically increase the amount of resources in the hands of the boldest leaders and strategies now.

About the Role: The Communications Director will report to Groundswell Fund's new Chief Development Director, and oversee the communications work for our 501c3 and 501c4, based out of the Funder Organizing Department and extending into support of our Grantmaking and Capacity Building Departments. The Communications Director's mission is to amplify the work and impact of Groundswell and our grantees to a broader audience of funders and donors, helping us raise an annual budget of approximately \$16M across our 501c3 and 501c4; organizing and tracking data to help our work grow and become more strategic; and supporting staff and grantees in maintaining a strong public voice in the philanthropic sector and the media to advocate for the wider adoption of a philanthropic framework grounded in reparations, self-determination and liberation, influencing shifts in giving to grassroots organizing led by Black, Indigenous, Transgender, and other women of color.

Key Responsibilities (not exhaustive):

- Develop and implement a strategic communications plan for Groundswell Fund's 501c3 and 501c4.
- Develop and monitor communications budget.
- Develop and execute individual communications plans for key events, which may include hiring and managing photographers or videographers; coordinating social media engagement efforts; pitching media stories, etc.
- Develop editorial calendar for yearly print publications (eight total), and coordinate production process with contracted project manager.
- Oversee and implement earned media plan, including media market research for key activities, press outreach, maintaining a press clipbook, and maintaining press lists.
- Serve as press contact and draft press materials including media advisories, press releases, talking points, letters to the editor, and other communications priorities.
- Hire, train, and support communications staff and contractors, including managing work plans and leading staff and editorial meetings.
- Maintain contracts and relationships with consultants and external entities providing communications services and tools.
- Synthesize staff requests related to communications, and provide support to the Chief Director of Development as assigned.
- Manage inventory of internal and external communications tools & platforms across organization.
- Draft or coordinate drafting of regular blog posts and op-eds by staff and grantees.
- Coordinate opportunities for externally facing staff to receive coaching and training for public speaking, social media, and op-ed writing coaching and training.
- Hire, support and collaborate with digital organizer in their work to:

- Develop digital organizing strategies and implement content to support online fundraising and raising the visibility of Groundswell and our grantees through email, website, and social media.
- Monitor fundraising database activities including email subscribers and online donations.
- Monitor social media engagement and impact.
- Maintain website and monitor analytics.
- Compile data reports regularly to analyze and report to staff on communications impact.

Requirements: A person who would thrive in this role will be passionate about grassroots organizing for reproductive and social justice, and eager to think creatively and work collaboratively in finding new and sustainable resources to fund work led by women of color.

Must Haves:

- Committed to Groundswell’s mission
- Ability to connect with people from diverse backgrounds
- Minimum 5 years’ experience in communications work, preferably within social justice or philanthropic organizations
- At least three years working at the Director level, managing staff and vendors
- Fluent in spoken and written English
- Experience working in social justice movements
- Experience creating overarching communications plans for organizations, campaigns, or related context
- Great writer in multiple styles (experience with op-ed, news writing, speech writing preferred)
- Proven track record of leading successful online fundraising campaigns
- Detail-oriented and strong planning and implementation skills
- Excellent organizational skills with the ability to work gracefully under pressure
- Ability to work both independently and within a team on multiple projects and across several time zones

A Strong Candidate Might Also Have:

- Good eye for visual content
- Proven track record of pitching and placing in national media outlets
- Proficiency across social media platforms, and understanding of how to grow and engage an audience
- Excellent team building and facilitation skills
- Impeccable judgment and discretion in dealing with sensitive information

Travel: Ability to travel approximately 12 times/year, often cross-country, including overnight travel for events, donor meetings and Board meetings.

Benefits: Very generous benefits include fully paid for employee and family health, dental, vision, and matching 401K plan. Three weeks of vacation upon hire and a generous holiday schedule including the last week of December, as well as a flexible work schedule.

To Apply: Please email a resume, three professional references, two writing samples, and a cover letter that includes your salary expectations and describes why you feel you are a strong candidate for this

position to: hr@groundswellfund.org. A background check is also required due to access to sensitive donor information. No phone calls, please. Due to the high volume of applications, only those selected for further discussion will be contacted.

