



WE'RE HIRING

National Director of Communications and Narrative Strategy

Reports to: Vice President of Advancement

Status: Full-time, Exempt, Remote with regular travel as needed related to job duties. Must be located in the tri-state area (New York, New Jersey, or Connecticut).

Compensation: \$125,000 - \$135,000 annually, plus benefits package

Everyday Democracy seeks a creative, innovative, data-driven, and strategic communicator to hone our organizational voice and brand, advance our mission, and shift the narratives around democracy and equity. This role requires high-level understanding of narrative trends, patterns, and strategies within our current socio-political climate. The person in this role should be a visionary dedicated to advancing multiracial democracies and will be a thought partner with the Vice President of Advancement in reaching new audiences, engaging current supporters, and strengthening our base of donors. Everyday Democracy is growing and changing, so flexibility in job duties, description, and expectations is a must!

About Us

Everyday Democracy is a capacity building organization that provides technical assistance to individuals and groups working to build multiracial democracies within their local communities. We are expanding a model of community engagement where everyone has not just a seat, but a voice, access, and power at the table. We believe democracy is both a principle and a practice. Join us as we work with communities to build civic infrastructure for equitable community-led solutions where everyone can thrive.

What you'll do at Everyday Democracy

Communications Strategy

- In partnership with Everyday Democracy leadership, shape and maintain the organizational brand and tone for Everyday Democracy to advance multiracial democracy and racial justice.
- Create and run innovative multi-channel communications campaigns that attract new audiences and speak to everyday people, challenge dominant narratives around democracy and dialogue, and educate and inspire communities to envision and embody a multiracial democracy.
- Identify and coordinate opportunities for CEO and other senior leaders to increase the visibility of Everyday Democracy and position us as a thought leader on the topics of democracy, racial justice, equity, and dialogue.
- Draft copy for public events, speaking engagements, op-eds, and online and print media.
- Envision, produce, and document public events that highlight the work, impact, and reach of Everyday Democracy.
- Monitor the news cycle and proactively draft positional statements on issues related to Everyday Democracy's mission and vision to advance multiracial democracy.
- Create, design, and edit written materials used for programming, marketing, and other presentations of our work.
- Lead communication and narrative training to staff and board to act as brand ambassadors for the organization.
- Create compelling marketing materials, including digital advertising.
- Collaborate with Vice President of Advancement to meet fundraising targets and to demonstrate impact to supporters.

- Develop impactful media relationships and partnerships to amplify the work of Everyday Democracy.

Program Management

- Develop and implement yearly communications strategy, compelling marketing strategy, workplan, and editorial calendar.
- Create and manage communications budget.
- Identify, monitor, analyze, and report monthly on key performance indicators (KPIs).
- Direct and support the communications team, including – but not limited to – coaching, hiring, performance management, and evaluation.
- Create and refine internal processes and communications protocols.
- Maintain compliance with all Everyday Democracy policies and standards of practice.
- Oversee Everyday Democracy’s website, social media, and email programs.
- Integration of communications information technologies in process and practice.
- Copyedit and ensure all external materials adhere to Everyday Democracy’s brand.
- Manage external consultants as needed for project-based work such as design, marketing, and larger production materials.

Leadership

- Partner with the leadership team to build strong organizational culture of collaboration and accountability.
- Represent Everyday Democracy at relevant meetings, conferences, networks, and events.
- Identify and participate in networks and coalitions that advance the communications goals and mission of Everyday Democracy.
- Serve as a national spokesperson on Everyday Democracy’s work when deemed appropriate.

Perform other job-related duties as assigned.

Core Competencies

- Commitment to Everyday Democracy’s mission and programming.
- Dedication to learning and enhancing practices related to racial equity and justice both internal and external to Everyday Democracy.
- Exceptional communications skills to make complex topics accessible and actionable, in ways that resonate with broad and differing stakeholder groups and translate strategy into results.
- Grasps the subtleties of complex issues and responds with insightful, pragmatic, equitable, and sustainable ways to produce positive change.
- Leverages resources to creatively solve problems and proactively anticipates problems, and course-corrects where needed.
- Collaborative work style and demonstrated ability to work as part of a team and to build trust across cultural/social differences.
- Deep experience managing complex and dynamic projects simultaneously.

Qualifications

- Bachelor's degree required.

- 7+ years of strategic communications experience managing mainstream and digital media presence and email program of a national organization with demonstrated ability to grow audiences, raise dollars, and increase engagement.
- Knowledge of design and marketing best practices.
- Demonstrated ability to develop others, build effective teams, and direct work in an engaging way.
- Expertise in using storytelling and narrative strategies to influence and move audiences to greater understanding and action.
- Successful media engagement resulting in national and local coverage.
- Strong skills in using and learning online CRMs and other digital communications tools.
- Comfortable working remotely and using online platforms as required.

Working Conditions

- Prolonged sitting, repetitive tasks including use of a computer.
- Visual activity sufficient to perform frequent work on a computer screen and review printed materials.
- Ability to hear and communicate orally with others.
- If not working daily at an Everyday Democracy office site, a functional remote workspace (limited computer equipment provided by Everyday Democracy) is required during norming business hours sufficient to perform.
- Mobility to travel to other locations and routine use of office equipment requiring reaching, grasping, pushing, and pulling.
- Travel and work in person as needed in accordance with the hybrid remote/in-person policy.

Application Process

Please send a cover letter and resume to jobs@everyday-democracy.org.

Everyday Democracy is an EO Employer-MF/Veteran/Disability. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability, protected veteran status, or any other protected class. Everyday Democracy will endeavor to make a reasonable accommodation to a qualified applicant with a disability unless the accommodation would impose an undue hardship on the operation of our business. If you believe you require such assistance to complete this form or to participate in an interview, please contact us at jobs@everyday-democracy.org or via phone at 860-928-2616. Disclaimer: The above statements are intended to describe the general nature and level of the work to be performed by the specified position. The statements are not intended to be an exhaustive list of all possible duties, tasks, and responsibilities. Management reserves the right to amend and change responsibilities to meet organizational needs as necessary. Applicants are encouraged to confirm the information listed above with Everyday Democracy prior to releasing any extensive personal information to the organization. Please direct questions to jobs@everyday-democracy.org.