



Promoting Sexual Health
Through STD Prevention

POSITION DESCRIPTION: DIRECTOR, COMMUNICATIONS

Hiring group: National Coalition of STD Directors
Title: Director of Communications
Job Category: Nonprofit Communications, Senior Staff
Date Posted: February 8, 2021
Location: Washington, DC
Email: careers@ncsddc.org
Website: ncsddc.org
Salary: \$95,000 - \$115,000

SUMMARY

The National Coalition of STD Directors (NCSDDC) is a national nonprofit membership organization with a mission of advancing effective STD prevention programs and services in every community across the country. NCSDDC provides leadership, builds capacity, convenes partners, and advocates for quality STD prevention.

POSITION

A primary NCSDDC communications goal is shifting the national narrative about STDs to one of urgency for policymakers, the public health field, and the public. The director of communications leads the organization's overall communications strategy and activities and is the organization's chief writer and editor. Reporting to the executive director, the director of communications works with the senior team to develop and implement a communications plan that increases the organization's reach and impact, elevates a diversity of voices within the field, and addresses health and racial equity. The director of communications writes for the organization and edits materials written by staff as needed. This position is responsible for the quality of writing in NCSDDC materials and for ensuring that the organization speaks with one voice in a compelling and persuasive style, using technology and other tools.

RESPONSIBILITIES

- Collaborate with the executive director and senior leadership to develop communications strategies and approaches.
- Identify significant public policy and program issues that can be leveraged to support NCSDDC work and create and implement plans to exploit them.
- Create and refine core NCSDDC messages.
- Serve as the chief NCSDDC writer and editor, ensuring quality and a consistent organizational voice, image, and brand. Collaborate with staff to accomplish this.
- Serve as an executive editor for the NCSDDC website and social media platforms.
- Manage media relations to garner public attention and move the needle on priority topics.
- Work with members and the Board of Directors to conduct communications trainings and to disseminate talking points and other communications materials.
- Work collaboratively with CDC, other funders, and national organizations to coordinate messaging and to garner support for NCSDDC priorities and messaging.
- Liaise with reporters and other media contacts.
- Serve as organizational spokesperson as needed.

- Convene a communications roundtable of communications professionals from health departments.
- Train spokespersons to address sexual health, STDs, and racial and health equity.
- Ensures communications elevates voices from Black, Latinx, Native American, Asian, and Pacific Islander communities.
- Supervise and manage communication staff.

EDUCATION AND EXPERIENCE

- Seven to ten years of senior communications experience that includes a blend of advocacy and media relations, writing/editing, social media communications, and website content in the public health or related field.
- Extensive writing and editing experience demonstrated by recent writing samples.
- A strong record of related achievement in a competitive environment.
- Experience coaching and supporting staff and stakeholders as communicators preferred.
- Degree (or equivalent experience) in journalism, communications/digital communications, English, public health, or related field.

SKILLS AND ATTRIBUTES

The director of communications must be a highly skilled writer and editor. Other skills and attributes include:

- Proficiency in online media platforms and programs, website content development, and online learning tools.
- Passion for public health.
- Commitment to antiracism and racial equity work.
- Tact and diplomacy when editing coworkers' writing.
- Ability to work independently and as part of a team.
- Ability to think creatively and follow intuition.
- Ability and willingness to work extended hours when necessary and to travel occasionally.

SPECIAL CONSIDERATIONS

- This position is full-time and includes a generous benefits package, including a retirement match and employer-paid health insurance.
- NCSD is an equal opportunity employer and encourages applications from women, people of color, transgender people, people of all gender identities and sexual orientations, and people with disabilities.

TO APPLY

Please send a resume, a thoughtful cover letter, and current writing samples of various lengths to careers@ncsddc.org. Include "NCSD Director of Communications Search" in the subject line. The search will continue until the position is filled.

