



## **Job Announcement Communications Manager**

### **ABOUT ValorUS**

ValorUS (VALOR) is a California-based, national nonprofit organization with a mission to provide leadership, vision, and resources to rape crisis centers, individuals, and other entities committed to ending sexual violence. VALOR operates under an assumption that sexual violence is preventable. Our values and guiding principles are rooted in justice, being transformative and fearless, honoring culturally diverse perspectives and experiences and a belief in collective power – we are stronger working together.

### **PURPOSE OF POSITION**

VALOR is seeking a self-motivated and talented Communications Manager to develop and implement a communication's plan. This position requires a creative, strategic person that will convey (both externally and internally) the organization's mission. The successful candidate will produce high-quality content that engages our constituents and builds brand recognition. The Communications Manager's main duties will also include content development, messaging, public relations, marketing and social media outreach to share our brand, products and services. VALOR is looking for an excellent communicator, with excellent presentation and organizational skills. This position is responsible for disseminating relevant, up to date information to organizational constituents, including 84 rape crisis center programs. This is a full-time, exempt position based in VALOR's Sacramento office.

### **ESSENTIAL DUTIES**

- Develops and implements a communication's plan.
- Keep VALOR's message in the forefront.
- Development of new external communications efforts, including a regular newsletter and legislative briefing.
- Work with staff members to create original work products for promotion and dissemination on the website and social media outlets.
- Proactively reach out to media outlets.
- Provide leadership in agency strategic planning processes, related to branding, identity and business development goals.
- Increases and safeguards the visibility of VALOR.

#### **Awareness Campaigns:**

- Supports the development and implementation of VALOR campaigns that promote sexual violence prevention, general awareness and other strategies for positive public relations or marketing, including social media.
- Plan, coordinate and implement annual themes, resources, activities, strategies, products and promotional items for use across CA's network of rape crisis centers for Sexual Assault Awareness Month.
- Utilizes Constant Contact, Capitol Track, and Salsa Labs to facilitate statewide support and communication related to campaigns, advocacy, and programming.

#### **Media and Messaging:**

- Comfortable with all types of interviews including live, taped, written and telephone.
- Assists sexual assault programs in responding effectively to high profile situations.
- Actively monitors VALOR's presence in the media and online. Keep up-to-date on relevant news stories.
- Assists with developing talking points, press releases, editorials and other resources in response to current events and issues.
- Coordinate, participate in and monitor implementation of monthly schedule for VALOR social media team coverage of Facebook, Twitter and other social media accounts.

**Public Policy:**

- Provides strategic vision and leadership to develop legislative priorities for state policy advocacy in coordination with Public Policy Associate.

**Additional Duties:**

- Works closely with VALOR leadership in the strategic development of programs.
- Contribute to the professional tone and approach of the project and the organization within the parameters of the agency mission and philosophy.
- Other duties as assigned.

**REQUIREMENTS**

1. Minimum of a Bachelor's degree (B. A.) in Communications, Public Relations, Government Relations, or similar area from a four-year college or university plus five years related experience and/or training in communications. Extensive experience, demonstrated skill and aptitude considered in lieu of education.
2. Must possess strong communication skills\* (both oral and written).
3. Must have excellent people skills, relationship building skills and be an organized strategist.
4. Must be creative and have out of this world writing and editing skills.
5. Bring new ideas and inventive ways to promote our organization.
6. Ability to work independently without supervision.
7. Knowledge of issues related to sexual assault intervention and prevention as well as rape crisis center service standards and operations.
8. Excellent research skills using a wide variety of resources.
9. Experience delivering oral presentations to diverse professionals and audiences, including workshops and presentations.
10. Ability to recognize and identify information of value to rape crisis centers and/or sexual assault prevention programs. Ability to synthesize information to ensure usefulness to rape crisis centers and/or sexual assault prevention programs.
11. Knowledge and application of database and Word processing systems including Microsoft Office, social media, and other online resources.
12. Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations.
13. Must be organized, flexible, detail oriented and multi-task oriented.
14. Must be able to identify and respond to shifting priorities. A self-starter that can work within a team environment and handle a variety of tasks with urgent deadlines.
15. Ability to effectively present information and respond to questions from diverse groups of managers, clients, customers, and the general public.
16. Ability to maintain cooperative and professional demeanor with rape crisis center staff, agency staff/board, vendors, consultants, allied professionals, and members of the public. Enjoyment in interacting with people and creating an accessible environment. Excellent customer relations approach.
17. Ability to work in a fast-paced environment and manage multi-faceted services.
18. Demonstrated sensitivity to and knowledge of issues involved in working with diverse populations and organizations, and experienced in developing programs in response to diverse needs.
19. Accept and abide by mission and philosophy of VALOR.
20. Availability to travel extensively statewide/nationwide, some overnights and weekends. Have a car, insurance and a valid driver's license.

**Submit resume, cover letter, three references and two writing samples to [jobs@valor.us](mailto:jobs@valor.us)**

**Posted: October 14, 2021**

**VALOR is an Equal Opportunity Employer**

**VALOR encourages applicants from a diverse pool of candidates including candidates of color, candidates with disabilities, candidates who identify with the LGBTQ community and others.**

**VALOR makes reasonable accommodations for qualified individuals. All employment actions are based solely on an individual's qualifications without regard to race, color, sex, national origin, religion, cancer-related medical condition, disability, age, sexual orientation, veteran status, ancestry citizenship, or marital status.**