



Communications Manager
Greater Washington, D.C. Metro-area

ABOUT DC ABORTION FUND

The DC Abortion Fund (DCAF) is a local abortion fund founded in 1995 that serves over 6,000 people annually who live or are seeking abortion care in DC, Maryland, and Virginia. Since inception, our organization has grown tremendously, mostly notably in the size and function of our case management program, which is comprised of over 50 volunteers who rotate responsibility of four “warm lines” and coordinate care and funds to callers seeking abortions.

DCAF is in a period of significant growth and change. In the past year, we brought on our first paid staff members; are working to build a collaborative vision for future abortion funding with other regional funds; and are navigating a post-Dobbs landscape. Simultaneously, we constantly strive to live and embody our reproductive justice values and center our callers and communities most impacted by abortion care restrictions - Black, Indigenous, and brown folks and people with low or no incomes.

ABOUT THE ROLE

DCAF seeks a Communications Manager with high levels of initiative and creativity, as well as exceptional organizational and execution skills, to build DCAF’s profile among stakeholders. This role will lead the development and implementation of a strategic communications plan; manage digital and analog communications; and develop messaging and communications that build relationships with callers, the community, national and local partner organizations, and donors. The Communications Manager should enjoy working in a small, entrepreneurial, mission-focused, and community-oriented organization. The Communications Manager will work closely with both the Operations and Strategy Director and the Development Director and report directly to the latter.

Core Responsibilities

Advocacy and Community and Media Engagement (approximately 35% of position)

- Develop and implement a strategic communications plan to raise DCAF’s profile among those in need of abortion services, donors, advocates, members of the DC, Maryland, and Virginia (DMV) community, and other stakeholders
- Create content including news releases, official testimony, letters to the editors, op-eds, blogs, and messaging documents for publication and/or internal use
- Respond to and manage speaking requests for DCAF staff and board members (panels, discussions, advocacy events, etc.)
- Respond to and coordinate media requests and draft talking points and message guidance
- Build relationships with local reporters and media outlets

- Stay up-to-date with local and national reproductive rights news and proactively pitch potential stories, op-eds, or interviews to media to elevate DCAF's profile

Donor Engagement (approximately 20% of position)

In collaboration with the Development Director:

- Craft and disseminate communications to existing donors and supporters, including individuals, foundations, and other entities
- Draft and disseminate fundraising messaging and donor solicitations
- Develop collateral including but not limited to the DCAF annual report, donor reports, and fundraising appeals
- Lead the communications strategy for and support the planning and execution of DCAF fundraisers, including spring Fund-a-thon, Taco or Bev, Giving Tuesday, DCAF Holiday Party, and fundraisers given by individuals, local businesses, or other entities

Social Media and Online Engagement (approximately 20% of position)

- Create social media content and strategies that engage DCAF stakeholders
- Build DCAF's networks by engaging on social media platforms, building connections, and amplifying partner organization's social media content
- Work collaboratively with consultants and DCAF staff to plan, build, and roll out a new DCAF website

Brand Development and Maintenance (approximately 15% of position)

- Work collaboratively with consultants and DCAF staff to plan and roll out a DCAF brand redesign, including all associated collateral
- Maintain DCAF's voice, language, and style guide, brand guide, and other values-aligned assets in all messaging, communications, campaigns, and social media

Other Tasks (approximately 10% of position)

- Participation in staff meetings, retreats, and/or trainings; movement conferences; and partner meetings and convenings
- Attend professional development and management trainings as part of ongoing learning and education
- Other duties as assigned, within reason

ABOUT YOU

Our ideal candidate will have a strong commitment to abortion access and full reproductive healthcare for all and personal and professional alignment with our aspirational values.

Due to the nature and context of our work, we deeply value candidates that either bring lived personal or professional experiences that align with the experiences of our callers, our community, our movement, or intersectional ecosystems (gender, economic, racial justice, etc.). This type of experience may come from direct exposure to the abortion funding or reproductive justice community or experience working with adjacent healthcare or social services sectors where candidates may be looking to transfer their skills in more progressive and supportive ways to clients, for example.

We are also seeking candidates that have a commitment to building an inclusive environment that prioritizes the wellbeing of all involved with our fund, and those committed to racial justice and working with diverse individuals.

Lastly, while no one candidate will embody all the qualifications listed below, the ideal candidate will also possess many of the following abilities, attributes, and experiences:

- Three or more years of experience working in communications; media and social media engagement; and/or leading communications to donors and supporter communities
- Excellent organizational and time management skills, as well as attention to detail
- Ability to balance long term strategic planning and implementation with short term and quick turnaround deliverables
- Proven experience with successful collaboration, particularly as part of a dynamic and integrated team
- Flexible approach to work and ability to effectively manage ambiguity in a dynamic work environment
- Self-motivated, resourceful, creative, and able to work with a significant amount of autonomy.
- Open to giving and receiving feedback and committed to practicing this regularly
- Strong project management skills, including ability to coordinate multiple projects, prioritize, and say “no” as needed
- Applicants that are fluent in both English and Spanish are encouraged to apply, but being bilingual is not required
- Basic computer skills including reliable access to the internet and openness to learning new technologies and software as needed
- Proficiency in Canva, Microsoft Excel, PowerPoint, Outlook, and Word or Google Suite
- Commitment to an intersectional framework that includes, but is not limited to, gender, economic, and racial justice
- Lives in the DC metro community and the ability to attend in-person training and programming

COMPENSATION & ADDITIONAL INFORMATION

The salary is \$65,000. DCAF also provides a comprehensive health, dental, vision, and leave benefits package for all full-time staff members.

COVID-19 Policy: Work will be entirely remote for the time being. After it is safe to work in person again, there will be flexibility for remote work, though it is expected for this person to live in the DC metro area.

HOW TO APPLY

For more information about DC Abortion Fund, please visit: dcabortionfund.org.

Candidates may submit their cover letter and resume via email to jobs@dcabortionfund.org. We encourage candidates to share about how they think their lived experiences and perspectives would make them an ideal fit for the role in their cover letter.

Applicants will be evaluated on a rolling basis but are encouraged to apply as soon as possible.

DC Abortion Fund is an equal opportunity employer and encourages individuals of all ethnic, racial, and socioeconomic backgrounds to apply for this position. We are committed to maximizing the diversity of our organization to reflect the rich and varied identities of the communities and people that we serve.