



## Director of Advocacy

Salary range: \$60,000 - \$80,000

The **Director of Advocacy** at the [National Organization for Women - New York City](#) (NOW-NYC) and Women's Justice NOW (our charitable partner organization) (WJN) will be responsible for translating the vision of NOW-NYC and Women's Justice NOW into relevant and timely campaigns, both online and on-the-ground. As the lead communications staff person, the Director of Advocacy will also develop and maintain relationships with the press and act as the chief point of contact for media.

We are looking for a strategic thinker and outstanding communicator to lead our team of grassroots activists, interns and staff to achieve legislative, policy and cultural change to advance women's rights. Through this work, we seek to hold elected leaders and the business community accountable to the women of New York and to make lasting, positive change toward women's equality. The ideal candidate will bring keen political insight, campaign know-how, and an organizer's sensibility to aligning the pursuit of short-term wins with long-term values and goals.

### Key Responsibilities

- Works with leadership to develop a comprehensive Advocacy Plan (including the identification of needs and objectives, target audiences, key messages and tactics)
- Oversee tracking, timelines and management of priority campaigns and deliverables
- Organize state and local efforts to deliver on annual legislative priorities, including overseeing and supporting lobbying efforts
- Develop, write and align communications with execution of campaign strategies to advance campaign and organizational goals, including through press releases, op-eds, memos of support/opposition, blog and other website content, and social media
- Oversee the cultivation of strong, city and statewide grassroots organizing, coalition building, strategic partnerships, and volunteer and member engagement
- Organize targeted community engagement and educational events
- Work in partnership with the president to develop and execute a communications strategy that advances campaign and organizational goals and supports membership, volunteer and donor engagement.

### Qualifications, Skills and Qualities Sought

- 5+ years relevant professional experience
- Exceptional written and oral communication skills, ability to be a quick thinker and writer
- A strong understanding of New York politics
- Strong relationship management skills and ability to lead and inspire
- Demonstrated ability to be flexible, self-directed and driven; to work independently under pressure and in a fast-paced environment; and to juggle multiple tasks and priorities
- Understanding of coalition-building and grassroots organizing
- Record of conceptualizing and delivering effective advocacy campaigns
- Demonstrated judgement and discretion
- Excellent organizational skills, including attention to detail and the ability to manage time effectively, track and follow-up on various tasks and multi-task
- Communications capability across multiple platforms, including digital and print, and experience liaising with and developing relationships with press
- Knowledge of women's rights issues and a passion for on-the-ground activism

**Application Instructions**

Please send a cover letter and resume by email to [hire@nownyc.org](mailto:hire@nownyc.org) with your name and "Director of Advocacy" in the subject line. No phone calls please.

*NOW-NYC is an equal opportunity employer. Women, people of color, persons with disabilities, and LGBTQ individuals are encouraged to apply. We will accept applications until the position is filled.*