

Outreach & Communications Director

Job Description

JOB SUMMARY

The **Outreach & Communications Director** plays a pivotal role in advancing the mission of the Coalition to Stop Violence Against Native Women (CSVANW) by overseeing the organization's outreach strategies, membership engagement, and external communications. This position is responsible for building and nurturing relationships with key community stakeholders across CSVANW's region, with a particular focus on fostering strong connections within Native communities. The director will be tasked with creating and implementing outreach strategies, including conducting membership needs assessments, and shaping the Coalition's communications efforts to ensure they align with the needs of tribal communities regarding domestic violence and sexual violence prevention and response.

In this leadership role, the Director will provide strategic guidance on membership retention, community outreach, and communication strategies. The role will involve oversight of membership-related data, the development of innovative educational initiatives, and the implementation of strategic external campaigns to promote CSVANW's mission.

EXEMPT
 REMOTE/HYBRID (*Must reside in New Mexico*)

Reports to:
Executive Deputy Director

Supervises:
Social Media Coordinator
Membership Coordinator

DUTIES AND RESPONSIBILITIES

- **Strategic Membership Outreach & Engagement:** Collaborate with the CSVANW team, stakeholders, and partners to assess current and future membership needs, with a focus on improving membership recruitment, retention, and community engagement across New Mexico's tribal communities.
- **Build Strategic Relationships:** Foster strong partnerships with CSVANW stakeholders, tribal leaders, and partner organizations to create innovative outreach initiatives. Use these relationships to promote CSVANW's mission and engage more communities in the movement to end violence against Native women.

- **Event Planning & Community Engagement:** Work with the Executive Deputy Director and the team to plan, organize, and execute community-focused events (including the Annual #iWillRunForHer 5K and other fundraising or awareness-building events) aimed at strengthening community and tribal relationships.
- **Communications Strategy & Implementation:** In collaboration with the communications team, oversee the development and execution of an organizational communications strategy. This includes managing the website, social media presence, and brand maintenance, ensuring that messaging aligns with CSVANW's mission, values, and vision.
- **Membership Reports and Data Analysis:** Support Membership Coordinator with preparing and delivering comprehensive membership reports, analyzing data on membership demographics, needs, and growth opportunities. **Utilize these insights** to guide the development of future outreach strategies.
- **Training and Education:** Collaborate with CSVANW team members to design and evaluate training programs, educational efforts, and outreach initiatives that provide value to Native communities. **Ensure that training efforts reflect culturally relevant solutions.**
- **Grant-Funded Projects:** Lead and manage grant-funded outreach and communications initiatives, ensuring that project goals and objectives are met, as well as the quality and effectiveness of each project's implementation.
- **Public Awareness Campaigns:** Design, execute, and evaluate community-based public awareness campaigns. **Work with tribal and local programs** to raise awareness and build support for Native survivors of violence, promoting culturally relevant messaging.
- **Branding and Media Relations:** Collaborate with external partners and consultants to ensure that CSVANW's branding is consistent and impactful. Track media coverage related to domestic violence, sexual violence, and human trafficking and identify opportunities to showcase CSVANW's unique work and leadership in these areas.
- **Develop External Communications:** Create and distribute effective external communications, including press releases, newsletters, and updates. **Ensure that all messaging aligns** with CSVANW's mission and amplifies the voices of Native communities.
- **Supervision and Capacity Building:** Lead, supervise, and coach two direct reports (Social Media Coordinator and Membership Coordinator) to ensure a high level of performance and professional development. **Foster a collaborative and supportive team environment.**
- **Other Duties:** Perform other duties as assigned by the Executive Deputy Director to support the strategic goals of CSVANW.

SKILLS, KNOWLEDGE, AND ABILITIES:

- Knowledge of operative standards and grant deliverables/reporting for nonprofit organizations; ability to develop, implement, and evaluate Outreach and Communication department events including membership
- Successful track record in project coordination and setting project priorities and deadlines; keen on organization and problem-solving skills that supports sound decision making.
- Ability to work independently and collaboratively demonstrating good judgment.
- This position requires a strong understanding of the unique challenges faced by Native communities and a commitment to fostering a culturally sensitive and trauma-informed approach.
- Experience or capabilities in public relations, technical writings, public speaking, excellent verbal communication skills, knowledge of presentation software and slide projection tools.
- Establish and maintain effective interpersonal relationships and work collaboratively with staff, partners, and stakeholders.
- Utilize computer equipment, software, and other electronic devices to perform work efficiently.

EDUCATION/QUALIFICATIONS:

- A combination of work/education and life experiences:
- Qualifications bachelor's degree in marketing, communication, and/or a related field plus two (2) years of directly related experience preferably working in a non-profit capacity or with tribal entities. An equivalent combination of relevant education and/or experience may be substituted.

SKILLS/KNOWLEDGE/ABILITIES:

- 2-3 years of supervision experience
- Knowledge and general understanding of operative standards and grant reporting for nonprofit organizations.
- Successful track record in setting financial and administrative priorities; keen analytic, organization and problem-solving skills which support and enable sound decision making.
- Demonstrated ability to clearly establish goals and objectives; plan/organize activities and projects; demonstrate good negotiation skills; work independently; and demonstrate good judgment.
- Demonstrated ability to clearly establish goals and objectives; plan/organize activities and projects; demonstrate good negotiation skills; work independently; and demonstrate good judgment.
- Capability to deliver effective group presentations and communicate clearly in written form; ability to interact with a variety of personnel at different levels of responsibility.
- Initiative to establish and maintain effective interpersonal relationships with co-workers, colleagues; collaborative partners; board members, governmental officials, volunteers, and customers.
- Utilize computer equipment, software and other electronic devices to perform work effectively and efficiently are desirable. Knowledge of Microsoft Word, Excel, PowerPoint and database management software is desirable.
- Experience working with tribal communities; cultural sensitivity to the needs and distinct tribal and cultural ways of CSVANW's region of tribes, nations, and Pueblos.

WORKING CONDITIONS:

- Most essential duties are performed in an office environment with exposure to a variety of business equipment and other pertinent materials normally found in this type of office work setting.
- Requires sufficient detailed-oriented and organizational skills to operate and work in a business office including organizing, coordinating, exercising decision making, analyzing, negotiating, interpreting, communicating interpersonally, providing others with directions, and planning of activities and situations.
- Must be able to communicate clearly in both written and verbal forms. Initiate personal verbal presentations before various group sizes.
- Requires sitting a majority of the time, with walking and standing performed about one-quarter of the time.

SALARY AND BENEFITS:

- Salary range: \$57,000-\$70,000
- Full Time Position: 40 Hours/Week, offering flexible schedules.
- A competitive and well-balanced total compensation package including salary and benefits that promote positive health and wellbeing, engaging in cultural practices and creating work life balance.
- May be required to work weekends and/or during the evenings. At times, work may require travel to other locations throughout or outside of New Mexico.
- Must possess a valid driver's license and vehicle insurance.

TO APPLY:

- Submit your resume, cover letter, a sample campaign strategy plan, and three (3) professional references to Latonya Williams, lwilliams@csvanw.org

DEADLINE TO APPLY: Open Until Filled

*CSVANW values your lived experience just as much as your education and work experience. We know that studies have shown that women and people of color are less likely to apply for jobs unless they meet every single qualification. We are building a movement grounded in kinship, inclusion, innovation, culture and healing, even if you don't meet all the qualifications- we still encourage you to apply. You might be the right person to join us! CSVANW is a survivor-led organization who is committed to centering the experiences of survivors.

CSVANW is dedicated to the principles of equal employment opportunity. In compliance with State, Federal and Tribal laws and regulations. We prohibit unlawful discrimination against applicants or employees on the basis of age, race, sex, color, religion, national origin, disability, military status, genetic information, or any other status protected by applicable state or local law.