



External Affairs Manager

The Equal Rights Center seeks an External Affairs Manager with a successful background in public affairs and marketing. The person in this position will primarily be responsible for developing and implementing strategies to engage a variety of target stakeholder groups to elevate the profile of the ERC's work. Stakeholders will include: victims of discrimination, ERC members (existing and prospective), reporters, housing providers and other stakeholders who may benefit from ERC training and compliance services, donors (existing and prospective), and testers (existing and prospective). While the successful candidate will need to have a general sense of the civil rights landscape, they do not need to be a content area expert. The External Affairs Manager will report to the Executive Director and will supervise the Coordinator level external affairs position at the ERC. While a background in marketing will be useful, the successful candidate will need to think critically and remain enthusiastic about how to engage the above stakeholder groups within the context of parameters specific to the ERC and its mission.

Location: Currently, the ERC is operating in a completely remote environment due to the pandemic, but this position will need to be available to work out of the ERC's office in Washington, DC once a return to in-person work is safe.

Specific duties:

- Manage the development and implementation of education & outreach campaigns to potential victims of discrimination;
- Develop and manage implementation of member stewardship and recruitment strategies;
- Manage the preparation and distribution of news releases;
- Develop relationships with reporters and pitch stories on the ERC's behalf;
- Recruit and manage external affairs staff and vendors;
- Review and edit external facing materials, such as the ERC's newsletter, social media posts, blog posts, news releases, and donor appeals;
- Develop and implement marketing campaigns on behalf of the ERC's training and compliance services, including working with the Executive Director to budget appropriately for these activities;
- Manage external affairs related records of the ERC's counteraction efforts when it uncovers discrimination in accordance with organizational protocols;
- Maintain donor records and manage donor stewardship activities;
- Manage logistics and participate in program planning for virtual and, eventually, in-person events;
- Assist program staff with tester recruitment needs as requested;
- Ensure compliance with ERC equity related commitments, including accessibility related commitments, in the ERC's externally facing materials;
- Assist with monitoring best practices in equity and accessibility;
- Engage as a thought partner to the Executive Director in developing fundraising strategies for the organization, particularly related to individual donor fundraising;

- Serve as media contact for organization and coordinate press interviews;
- Manage maintenance of ERC's member and donor database;
- Manage external affairs related annual planning;
- Develop external affairs related guidelines and policies for the ERC;
- Other duties as assigned.

Qualifications and experience:

- Bachelor's Degree in a related field, such as communications, journalism, public relations, or equivalent work experience;
- Three to five years of relevant work experience in a professional setting;
- Comfortable with the Microsoft Office Suite; experience with WordPress, EveryAction, Canva, Facebook, and Twitter preferred;
- Demonstrated commitment to civil rights and an interest in successfully communicating the systemic nature of discrimination in addition to its pernicious impacts on individuals;
- A demonstrated track record of successful marketing to one of the above groups or similar. For example, a track record with conceptualizing and managing a successful membership recruitment effort or individual donor campaign at a previous organization, or a past history of obtaining earned media coverage for an organization or initiative;
- Current knowledge of the DMV and national media environments;
- Technical knowledge of paid marketing options, including nonprofit advertising on social media;
- Proven ability to gather contextual information and mix it with creativity and out-of-the-box thinking to develop feasible marketing strategies;
- Comfortable operating as both a strategic thinker and tactical practitioner;
- Strong verbal and written communication skills, past experience with editing content preferred;
- Acute ability to adapt messaging to fit audience and goals;
- Knowledge of accessibility related best practices strongly preferred;
- Experience with donor stewardship strongly preferred;
- Comfortable communicating with diverse audiences, especially in terms of race, national origin, ability, and experience;
- Solutions oriented attitude, enthusiasm for teamwork, and commitment to work/life balance;
- Strong attention to detail and ability to follow strict organizational protocols closely.

Salary and Benefits: The anticipated salary for this position is \$65,000, but final offer will be negotiated based on candidate qualifications and experience. The ERC offers a generous benefits package that includes health insurance, life insurance, paid leave, and other competitive benefits.

Application Procedure: Please e-mail a cover letter and resume to employment@equalrightscenter.org using the email subject line "External Affairs Manager 2021". The position is open until filled, but we will begin reviewing submissions and offering interviews as appropriate beginning the week of May 3rd.

The Equal Rights Center is proud to be an Equal Opportunity Employer.

The Equal Rights Center is a barrier, drug and smoke free workplace.