



Job Title	Manager of Marketing and Storytelling
Reports to	Director of Marketing and Storytelling
Location	Brooklyn, NY
Status	Full-time
FLSA Status	Exempt

ABOUT GIRLS FOR GENDER EQUITY

Girls for Gender Equity (GGE) is an intergenerational advocacy organization committed to the physical, psychological, social, and economic development of cisgender (cis) and transgender (trans) girls and women of color and gender nonconforming/non-binary (GNCNB) youth of color. GGE challenges structural forces – racism, sexism, transphobia, homophobia, economic inequality – that work to constrict the freedom, full expression, and rights of trans and cis girls and young women of color and GNCNB youth of color.

Founded with an Open Society Institute Fellowship in 2001, GGE began in response to community needs for girls of color to have safe and equitable fitness and leadership development programming. The rape of an 8-year-old Black girl on her way to school in Bedford-Stuyvesant, Brooklyn led GGE to become a nonprofit organization in 2002, addressing the root causes of gender-based violence and promoting gender equity, human and civil rights for young people of color. GGE is continuing to expand as the needs of our constituents and our base of supporters grow.

GGE's work is grounded in intersectional Black feminism, positive youth development, strengths-based, eco-systemic social work practice and popular education theory. Our theory of change articulates our efforts to cultivate a culture and environment in which cis and trans girls of color and GNCNB youth of color are equitably supported to live free, self-determined lives; eradicate institutionalized barriers to gender equity; and dismantle all systems of oppression. We ultimately believe in and work toward a world where cis and trans girls of color and gender nonconforming/non-binary youth of color are free.

POSITION

GGE is seeking a full-time **Manager of Marketing and Storytelling** to join our team. This is an exciting position for an experienced content producer who is invested in ethical storytelling practices that will invite donors, allies, activists, and partner organizations into the substantive and varied work of GGE. This role will help shape the culture change pillar GGE's work. The ideal applicant will have experience writing within social justice and organizing spaces, particularly focused on and committed to anti-racist, feminist/womanist/queer perspectives and youth development. Media and journalism experience is a plus. This role will initially be focused on best practice building and production for the organization's programs and organizing work.

This position will report to the Director of Marketing and Storytelling to:

1. Tell the story of Girls for Gender Equity's direct service, campaigns and culture change work ;
2. Work across teams to produce and amplify moments that speak to our movement;
3. Produce an array of content that helps tell GGE's story for digital and hard-copy distribution for a range of stakeholders, including but not limited to young people, funders, elected officials and people interested in getting involved in GGE's work.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Content Creation (40%)

- Draft fact sheets, general reports, brochures, and other informational materials that share GGE's work with the public and with key stakeholders (funders, board members, elected officials, etc.);
- Draft talking points for GGE's primary issue areas and additional internal documentation;
- Draft socially-conscious blog posts, newsletters, email communications and additional external-facing digital content (does not include social media);
- Coordinate photography/videography for events; and ensure appropriate releases are signed and filed.

Communications Strategy (30%)

- Work in close coordination with the Director of Marketing and Storytelling to develop and implement a dynamic strategic Communications plan for GGE and its programs and projects;
- Work in close coordination with the Director of Marketing and Storytelling and Development team on GGE's communications, delivering timely, consistent and culturally sensitive messages to our funders, donors, partner organizations and staff;
- Ensure all messaging is concise, written to engage and inform the intended audience, and reflects GGE mission and culture;
- Support in the coordination of media outreach and coverage with media releases, TV/magazine interviews, conference speaking engagements, etc.;
- Work with local and national media to amplify GGE's voice, responding to inquiries and proactively seeking opportunities to amplify GGE's work.

Digital Strategy & Organizing (30%)

- Work directly with executive leadership to develop ideas on increasing community engagement in GGE's work;
- Support in the production of digital media projects;
- Update, manage and review the content on the website to ensure the most current organizational and programmatic updates and accomplishments are reflected on the site;
- Provide media trainings for program staff and youth participants in GGE's programs.

EXPERIENCE, SKILLS & QUALITIES

Experience

- You are a strong advocate with firm roots in anti-racist feminist/womanist/queer theory;
- Demonstrated experience writing about social issues from an intersectional perspective;
- Experience in writing for a variety of audiences and the ability to translate technical language into language easily understood by non-specialists;
- Experience in the creative use of digital platforms that can bring the work of GGE to life for a range of individuals and audiences;
- Experience with identifying, experimenting with and rolling out use of digital organizing and engagement tools (email, CRM, etc.)
- Experience in fast-paced media environments (agency, newsrooms, etc.).

Skills

- Comfort and interest in communicating directly with media on GGE's behalf;
- Outstanding writing skills with the proven ability to engage diverse audiences;
- Demonstrated ability to maximize the use of digital platforms to promote and grow an organization's reach to key constituencies
- Knowledge of website maintenance, digital analytics and SEO optimization.

Qualities:

- Comfortable working on tight deadlines and working some evenings and weekends;
- High degree of personal integrity and be discreet in handling sensitive internal communications;
- Committed to advancing GGE's mission and work;

- Highly organized, self-motivated, independent worker who can prioritize tasks and manage multiple projects at once;
- Creative problem-solver who anticipates challenges and seizes opportunities for collaboration;
- Able to implement the vision, think strategically, exercise good judgment, and lead change;
- Initiative-taker with a strong work ethic and efficient, results-oriented approach; and
- High level of self-awareness and ability to give and receive feedback well.

DESIRED BUT NOT REQUIRED

Lived experience with school pushout, the youth justice/criminal legal system, navigating gender, gender identity, and/or racial equity issues.

COMPENSATION & BENEFITS

Starting compensation for this role is **\$60,000**. GGE's benefits & perks are outlined [here](#).

LIMITATIONS & DISCLAIMER

The above job description is meant to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required for the position. The team member may be required to perform duties outside of their normal responsibilities from time to time, as needed. For further details about GGE's mission, vision, and work, please visit <http://www.ggenyc.org>, and @ggenyc on Twitter and Instagram

HOW TO APPLY

All applications will be received via email. No phone calls or snail mail, please.

All applications must include (in PDF format):

- Resume
- Thoughtful cover letter (including how you became aware of this opportunity: job portal, referral, etc.) that speaks to experience telling the stories of youth of color, social justice organizations and/or mission-driven campaigns.

E-mail applications to: JoinTheTeam@ggenyc.org

Subject Line: Manager of Marketing & Storytelling/YOUR NAME

Applications will be reviewed on a rolling basis. The priority deadline for applications is January 31, 2020.

GGE is an Equal Opportunity Employer. GGE provides equal employment opportunities to all employees, job applicants, interns, and volunteers without regard to race, color, religion, creed, political association, ancestry, sex, sexual orientation, gender identity or expression, marital or partnership status, national origin, immigration or citizenship status, age, military or veteran status, pregnancy, caregiver status, handicap or disability, genetic information or characteristic, unemployment status, arrest or conviction record, credit history, status as a victim or survivor of domestic violence, sex offenses, or stalking, or status in any group protected by federal, state, or local law in accordance with applicable law.