

Director of Culture Shift

Girls for Gender Equity

The Details

Location: Brooklyn, NY (remote candidates welcome)

Start Date: February 2022

Salary Range: \$80,000-95,000 + Benefits

Reports To: Sr. Director of Institutional Advancement

The Opportunity

As Girls for Gender Equity (GGE) approaches its 20th year and as the world continues to call out gender-based violence through the #MeToo movement, there is a critical need for a clear communications strategy that ensures we meet, anticipate, and lead every moment of cultural significance on issues affecting Black girls and women and gender-expansive youth of color.

Your Day-to-Day

35% - Communications Strategy

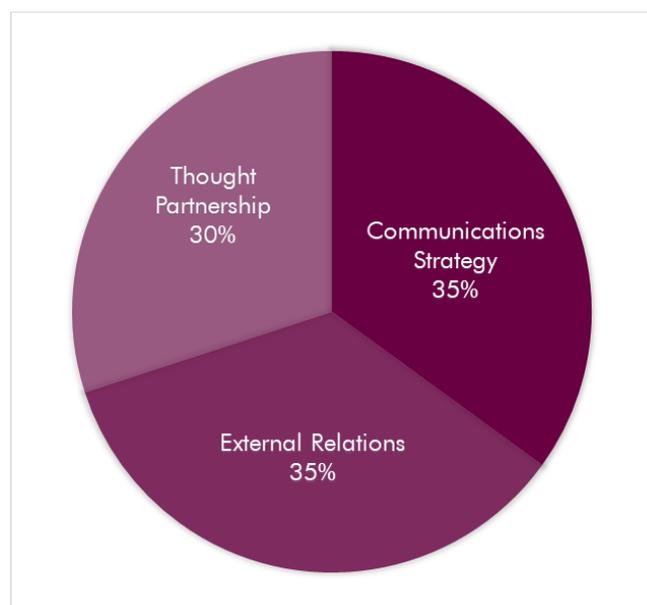
As the communications leader for the organization, you will develop communications strategy aligned with our mission, vision, and values. Working in collaboration with the Deputy Director of Marketing and Storytelling, you will research and create a strategy that illustrates strong theories of change and use both proven and experimental brand, marketing, and communications approaches to reach goals through successful execution. You will also lead on “crisis” communications, including quickly crafting talking points and messaging guides to address immediate culturally significant happenings.

35% - External Relations

A key priority for your role will be proactively shaping the public’s understanding of Girls for Gender Equity, racial and gender justice, Black and Brown LGBTQIA+ leadership, and other core concepts through the media cycle. You will develop partnerships with individuals and local and national media institutions to increase our reach, drive GGE’s presence and brand toward new audiences, and connect with other like minded organizations, networks and coalitions, engaging in narrative shift work.

30% - Thought Partnership

The Director of Culture Shift must act as a strategic advisor to the CEO, Sr. Director of Institutional Advancement, and Board of Directors while serving on GGE’s Leadership team – a decision-making body that helps to guide the strategic direction and goals of the organization.



The Skills You'll Need

Success in the Director of Culture Shift role will require a deep commitment to GGE's mission and core values, emotionally intelligent leadership, and expertise across multiple facets of strategic communications. The ideal candidate will also bring the following skills, attributes, and experiences:

- Ability to coach team members through change, and support the organization in discussing gender-based violence, gender, and race at a deeper level
- Manager- or director-level experience in communications, public relations, and/or external relations
- Experience developing messaging centered on political, education, and/or advocacy issues
- Strong creative and strategic thinking, coupled with media and storytelling instincts
- Expertise in digital communications and video-based media/press strategies
- Ability to multi-task and assess priorities, with a keen sense of organization and time management
- Flexibility to work outside of a traditional 9-5 work environment, including some weekends
- (Preferred) Lived experiences with school pushout, the criminal legal system, navigating gender, gender-identity, and/or racial equity issues

The People

In this role, you will report to the Sr. Director of Institutional Advancement. The role will frequently collaborate with the GGE leadership team and both internal and external stakeholders.

The Organization

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 non-conforming/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.

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 world where cis and trans girls of color and gender non-conforming/non-binary youth of color are free.

The Next Steps

This search is being led by Candice Durham and Emelyn Guevara of [Imagine Consulting](#). We are a talent and recruitment firm specializing in placing high-impact people in high-impact roles. Interested candidates should click the link below to apply. If you have questions or need support completing the application, please reach out to our team at careers@imagineimpactllc.com.