



Job Title: Communications Director

Full-Time, Exempt

Reports To: Executive Director

**Impact Statement:** PROMO's Communications Director is responsible for advancing our mission by developing innovative and comprehensive strategies to change the narrative and uplift the stories of LGBTQ+ Missourians to further equity, equality, and inclusion. The Communications Director owns marketing and messaging for every type of PROMO stakeholder: advocates, legislators, community members, and donors. The successful candidate can operate well in both the public policy and fundraising spaces—writing policy briefs and legislative action alerts as well as copyediting development campaign asks and crafting social media language.

**About the team and you:** At PROMO, we are committed to using an intersectional approach in our work. PROMO's work focuses on macro-level systems change and our success is inherently tied to the collective liberation of all oppressed peoples.

**Frequently cited statistics show that femme, trans, and nonbinary people, as well as other structurally marginalized groups apply to jobs only if they meet 100% of the qualifications.** PROMO encourages you to break that statistic and apply. No one ever meets 100% of the qualifications. PROMO's team engages in hard work and heart work and the leadership team values authenticity, empathy, compassion, and kindness—we're a close-knit team that works together regularly.

We look forward to reviewing your application.

### **Responsibilities:**

- **CONTENT CREATION & MANAGEMENT:** Produce written and visual content for regular newsletters, email campaigns, blogs, social media, press releases, policy briefs, testimony and more. In collaboration with the Director of Public Policy & Advocacy, draft technical talking points and fact sheets. This requires comfort with translating technical writing into compelling, understandable storytelling for the public and also requires comfort transforming collective and personal narrative into technical writing for policy brief and testimony development. Creates marketing materials on a variety of subjects. The position includes substantial writing responsibilities as well as a good eye for visual presentation, graphics creation, and design.
- **ONLINE COMMUNITY ENGAGEMENT:** Increase visibility of PROMO's efforts and connect with target audiences across social and digital media channels. Guide social media strategy while tracking and evaluating stakeholder



engagement. Maintain and envision PROMO's webpage with third-party providers. Collaborate with PROMO's Director of Development to coordinate multi-channel campaigns and engage in meaningful donor stewardship.

- **MEDIA RELATIONS & TRAINING:** Craft and distribute a narrative that elevates Missouri's LGBTQ+ community's diversity, pride, joy, and resilience. Oversee the development and management of media interest in PROMO. Manage media contacts and ensure regular contact with target media through tracking and reporting. Offer media training as needed. Guide the Executive Director in managing appropriate response to media requests.
- **SPECIAL EVENTS:** In collaboration with the Development Director, implement PROMO's mission-centered fundraising and community events. Support communications, invitations, and planning for and managing event logistics.
- **FUND DEVELOPMENT:** In partnership with the Director of Communications and Executive Director, align PROMO's public and donor communications, including contributing to direct mail and electronic donor appeals.
- **ADMINISTRATION:** Maintain Meltwater database, Manage and ensure accuracy of communications systems, database and reporting.
- **COMMITMENT:** Demonstrates a strong commitment to equality for all LGBTQ+ persons, embraces an anti-racist and anti-transphobic approach based in an intersectional understanding of the experiences of our diverse constituency.

**Our Vision** | Missouri is a state in which LGBTQ+ people – every demographic, race, ethnicity, zip code, and experience – are valued and thriving.

**Our Mission** | PROMO confronts systemic inequities to liberate the full spectrum of the LGBTQ+ community from discrimination and oppression.

To apply, use this link: <https://apply.workable.com/j/0967C552AB>