

Director of Communications and Awareness

ROLE INFORMATION

| | |
|-------------------------|---|
| POSITION TYPE: | Director |
| TEAM: | Awareness |
| SUPERVISOR: | Executive Director |
| TIME COMMITMENT: | 20-25 hours per week |
| ON-SITE/REMOTE: | Reset180 Office / Flexible for Part-time Remote |

RESET180

Reset180 is a not-for-profit 501(c)(3) Christian organization in Northern Virginia whose mission is to **prevent** local human trafficking and commercial sexual exploitation, **disrupt** the related networks, and **restore** those who are impacted.

GENERAL ROLE DESCRIPTION

The Director of Communications and Awareness is responsible for leading the communication needs for the organization and overseeing the multi-faceted awareness program. In this position, you will be in charge of producing high-quality content that engages partners, donors, and the community. This includes the creation of informative content, press releases, articles, and media opportunities to share our brand, programs, and services. Awareness oversight includes Van Tours, the Speakers Bureau, and Human Trafficking 101 Presentations.

RESPONSIBILITIES

- Communications:
 - Produce and maintain the Communications Plan and Calendar
 - Ability to create eye catching graphics and engaging content
 - Manage Social Media, Graphics, Newsletter, Awareness, and Speakers Bureau Coordinators
 - Oversee production of video/photography projects
 - Manage the creation of press releases, media kits, printed and promotional collateral
 - Oversee website updates
 - Ensure the release of the monthly newsletter
 - Track metrics of our online communications for the monthly reporting
 - Oversee and manage the release of general emails pertaining to pre-approved projects and events (Gala, fundraising, etc.).
 - Manage the communication and copy released for giving days and other fundraising events
 - Oversee approved Donor Communication including (Gala Faith Pledges, Thank You's, Gala Table Host Communications)
 - Create and release Annual Impact Report

- Collaboratively plan and execute initiatives for Human Trafficking Awareness Month
- Liaise with media as needed
- Other duties as they pertain to communications.
- Awareness:
 - Maintain, update and create additional Human Trafficking 101 Presentations
 - Update and reestablish Van Tour scripts and scheduling
 - Recruiting, training, and scheduling of speakers for the Speakers Bureau
 - Ensuring Speaker Bureau Kits are up to date and maintained.

QUALIFICATIONS AND REQUIREMENTS

- Highly collaborative style; experience developing and implementing communications strategies
- Excellent graphics, writing/editing, and verbal communication skills, strong public speaking skills
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently
- Relationship builder with the flexibility and finesse to "manage by influence"
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels
- Minimum 21 years of age
- Must be willing to use own cell phone, computer, and transportation
- Share contact information including email and phone number with the Executive Director. Information will not be shared elsewhere
- Pass a criminal background check
- Sign mandatory waiver forms
- Adhere to policies and procedures outlined in Employee Handbook
- Agree with the Reset180 Statement of Faith below.

MISSION, FAITH STATEMENT, AND STRATEGY

<https://reset180.com/mission-faith-statements>

<https://reset180.com/our-work>

TO APPLY

Email Resume, Cover Letter, References, & *Statement of Faith in one document to careers@reset180.com

*What is a statement of faith?

A statement of faith should describe your Christian faith and how you see it as relevant to your involvement with Reset180. The statement can either be incorporated into the cover letter or submitted as a separate document and should include, at a minimum, a description of your spiritual disciplines (prayer, study, etc.) and your current fellowship or place of worship.

Reset180 is committed to building a diverse workforce through fair and equitable employment practices. Reset180 encourages people of any race, color, age, sex, marital status, or political ideology, to apply for employment. As a faith-based organization, Reset180 has the legal right under SEC. 2000e-1 (section 702) of Title VII of the Civil Rights Act of 1964, to require that all employees practice a mature Christian faith, as defined by the Apostles' Creed.