



Position Description

Job Title: Director of Advocacy & Communications
Reports to: President & CEO
Status: Full Time

General Description

The Collaborative to End Human Trafficking is seeking a dynamic and hands-on Director of Communications & Advocacy to lead and implement our organization's communications strategy and support key advocacy initiatives. This role is responsible for both the strategic vision and the day-to-day execution of communications activities that advance our mission, build public awareness, and mobilize community engagement.

The Director will manage social media, newsletters, media outreach, website updates, and event communications, while also contributing to advocacy messaging and partner engagement. This position requires someone who is equally comfortable developing high-level strategies and rolling up their sleeves to draft posts, format newsletters, and track campaign performance.

Essential Duties & Responsibilities

Communications (Core Focus)

- Lead execution of the Collaborative's **communications plan**, ensuring alignment with organizational goals.
- Draft, schedule, and post content across **Facebook, Instagram, and LinkedIn** (minimum 3 posts per week).
- Write, format, and distribute the **monthly e-newsletter**, coordinating with staff for content and approvals.
- Manage **event communications**, including:
 - Creating press releases, social campaigns, and email pushes.
 - Drafting talking points and partner toolkits.
 - Coordinating photography/videography and day-of communications needs.
- Maintain and update the **current website**; collaborate with developers and partners on the redesign.
- Develop and manage a **content rewrite plan** for the new website.
- Ensure brand consistency and alignment with the Collaborative's mission and voice across all platforms.
- Track, analyze, and report on key communications metrics (social reach, engagement, email open/click rates, event ticket sales, media hits).

Advocacy (Supportive Role)

- Draft clear, accessible materials (fact sheets, partner updates, toolkits) that support the Collaborative's **advocacy priorities**.
- Assist with communications and outreach for **Advocacy Day** and other public policy initiatives.
- Support the CEO and leadership team with advocacy-related messaging, talking points, and external communications.
- Help amplify partner advocacy efforts through social media and newsletters.

Coordination & Reporting

- Provide **biweekly updates** on communications deliverables, results, and next steps.
- Work closely with the CEO and team to identify communications needs and priorities.
- Maintain organized processes for content creation, approvals, and archiving.

Qualifications

Experience & Skills

- Minimum 3–5 years of professional experience in **communications, digital marketing, or public relations**.
- Proven experience managing **social media platforms**, newsletters, and website content.
- Strong writing, editing, and storytelling skills with the ability to look through a collective impact lens for diverse audiences.
- Proficiency with communications and project management tools (e.g., Mailchimp/Constant Contact, Canva/Adobe, Asana, CMS platforms).
- Experience working in nonprofit, advocacy, or social impact organizations preferred.
- Previous experience with victim services and trauma-informed practices preferred.
- Ability to analyze communications metrics and translate into actionable improvements.

Other Qualities

- Highly organized and detail-oriented, with ability to juggle multiple deadlines.
- Collaborative, flexible, and comfortable working in a small team environment.
- Strong commitment to the mission of ending human trafficking and to equity, diversity, and inclusion.

Education

- Bachelor's degree in communications, marketing, public affairs, or related field required.
- Master's degree preferred but not required.

Summary

This position is ideal for a skilled communications professional who can both design strategies and execute them with excellence. The **primary focus is on communications**, with advocacy support as a secondary responsibility. The Director of Advocacy & Communications ensures that the Collaborative's voice is clear, consistent, and compelling across all platforms, helping to mobilize the community and influence change.

The Collaborative to End Human Trafficking is dedicated to building a culturally diverse staff committed to working in an inclusive environment. Qualified applicants will receive consideration for employment and will not be discriminated against based on race, color, religion, sex, sexual orientation, gender identity/expression, national origin, disability status, protected veteran status, or any other characteristic protected by law.