



## **Director of Marketing & Communications**

### **About the Organization**

WIF (Women In Film) is a nonprofit organization dedicated to promoting equal opportunities for women and gender non-conforming people by encouraging creative projects, and expanding and enhancing professional development and sustainability in all forms of media. Founded in 1973, WIF advocates for and advances the careers of women working in the screen industries – to achieve parity and transform culture.

In recent years, awareness of inequality in film and television has reached an all-time high, and WIF has launched numerous initiatives to establish itself as a leader in addressing these problems. As the organization approaches its 50th year and the industry is at an unprecedented tipping point, our challenge is to keep the screen industries focused on solutions to achieving gender equality and inclusion.

### **About the Position**

An integral part of WIF's leadership team, the Director of Marketing and Communications leads the organization's efforts to strategically and creatively strengthen the WIF brand, its profile, and its regional, national, and global position. The Director develops and implements overall communication strategies that broaden awareness of WIF's work to achieve gender parity in the screen industries. This position reports to the CEO and works closely with an outside publicity firm, the WIF Board MarComms Committee, and the WIF Senior Team to ensure that WIF is known as "the leader in progressing equality in the screen industries." The position oversees a Manager of Communications, a Communications Coordinator, and interns.

### **Responsibilities Include:**

- Develop and execute brand strategies to:
  - communicate through written, verbal, and visual messaging that WIF is the preeminent organization working to achieve gender parity in the screen industries.
  - bring greater awareness of WIF programs and events (including the WIF Honors), that results in attracting new supporters and funders.
  - convey the organization's impact to stakeholders and its role as a thought leader within the industry.
  - create media moments that shift culture in alignment with the WIF mission.
- Oversee PR and marketing campaigns that highlight the need for gender equality in media and provide solutions for increased inclusion.
- Work closely with an outside firm on strategic and responsive PR, including oversight of

all press releases, news stories, and public statements. Oversee engagement with PR reps and journalists.

- Oversee Manager and Coordinator who are responsible for engagement via the website, social media, weekly newsletter, and email communications to members.
- Develop and maintain relationships with celebrity publicists to ensure engagement in WIF work.
- Procure, negotiate, and manage strategic media partnerships to maximize donated support from print, radio, broadcast, outdoor, and online major media partners in partnership with the Director of Development.
- Ensure all of the organization's visual and written communications are on brand.
- Manage marketing and communications budget. Identify staffing, services, vendors, partners, funding, and expertise needed to realize short- and long-term goals.
- Set clear and defined goals with measurable results that address market penetration, qualitative and quantitative efforts, and progress towards achieving them.
- Other duties as assigned by CEO.

**Qualifications:**

- Minimum 8 to 10 years of communications and marketing experience required, with an emphasis on corporate/organizational communications.
- Excellent leadership skills and experience managing a team.
- Experience in entertainment/media and a passion for increasing representation of underserved populations in the screen industries.
- Experience negotiating partnership agreements, planning and executing campaigns, and familiarity with the latest social media/email marketing best practices and trends.
- Possess pre-established relationships with publicists, journalists, and/or publications.
- Strong interpersonal skills and the ability to work across teams and personalities at various levels.
- Excellent written and verbal communication skills; attention to detail.
- The ability to plan and schedule projects, effectively manage time, and achieve results with limited resources.
- A high level of initiative and enthusiasm.
- Experience in nonprofit and impact work is a plus.
- Strong dedication to WIF mission and [values](#); experience working with communities committed to justice, equity, diversity, and inclusion.

Learn more about the organization at [www.WIF.org](http://www.WIF.org).

This is an exempt Full-Time Year-Round position that is an employee of WIF and reports to the Executive Director of WIF. The annual salary range is \$75,000 - \$95,000, plus benefits.

Please send résumé and cover letter via email only to [jobs@wif.org](mailto:jobs@wif.org) with "Marketing Communications Director" in the subject line of your email. No phone calls please.

WIF is an equal opportunity employer. WIF strongly believes in the strength of diversity and therefore, actively encourages applications from people of any race, color, sex, national origin, religion, age, and ability to apply for positions.