



## **Full-time Associate Director of Communications, March for Life Education and Defense Fund**

*The March for Life Education and Defense Fund is a 501(c)(3) non-profit organization that coordinates the world's largest annual pro-life event and civil protest. Through the annual March in Washington, D.C.; marches in state capitals across the country; and being the collective voice of pro-life marchers on Capitol Hill, in state capitals, and in the media; the organization is uniquely positioned to unite, educate, and mobilize pro-life Americans in the public square to build a culture of life.*

### **Position Summary:**

As Associate Director of Communications at the March for Life, you will have the unique opportunity to impact history on behalf of unborn children and their mothers. Reporting to the Executive Vice President and working closely with the Executive Team, you will develop and implement branding and communications strategies relating to the National March for Life, our State March program, Development, and Government Affairs. You will manage our website and digital assets, merchandise, email marketing, and digital/social media communications. The Associate Director of Communications will also work with our strategic marketing firm on earned media. You will have the opportunity to work closely with the Vice President of Government Affairs to communicate breaking legislative and state march updates. The Associate Director of Communications oversees a Digital Media Coordinator (full-time), Grassroots Project Manager (part-time) and Graphic Designer (part-time) as well as multiple vendor communications partners.

### **Responsibilities:**

- Strategically develop, manage, and implement overall marketing strategies for email, print and social media campaigns for the State March and National March for Life programs. You will primarily perform this responsibility through managing and supporting your team, including the Social Media Coordinator, Graphic Designer, and Grassroots Project Manager.
- Internal Communications & Team Collaboration
  - Provide communications support for internal stakeholders, including Development, Government Affairs, State March Program, Events, and Advocacy teams, ensuring consistent messaging and brand alignment.
  - Work closely with the Development team to create impactful donor communications, campaign messaging, and materials that drive fundraising efforts.
  - Collaborate with the Vice President of Government Affairs on developing best messaging for use in legislative advocacy campaigns, media, and communications with elected officials.
- Build out communications strategies to implement organizations strategic plan goals.
- Take lead on content writing and copywriting for communication and development campaigns, including digital and print materials.
- With your team, analyze data to get smart insights and suggest methods for improvements on email, texting and social media.
- Work alongside website consultants to manage day to day website operations, including ensuring all web pages are up-to-date and visually appealing, maintaining multiple webpages and analyzing web

traffic, and/or work with your team to oversee this.

- Oversee promotional campaigns, events, and sponsorships assets for the State March and National March for life, including theme videos, event programs, hotel signage, ads, merchandise, etc.
- Manage brand strategy, including the development of the March for Life theme.
- Act as point of contact for March for Life's PR firm, including leading one weekly meeting (culture-based) and assisting with a second weekly meeting (government affairs-based), conducting follow-up research and project management as necessary on media-related matters.
- Assist senior staff in preparing for media interviews, including talking points, and conduct media interviews as appropriate. (President is primary spokesperson, but you will assist in this area.)

**Qualification Requirements:**

- Bachelor's degree in communications, journalism, public relations, or relevant field.
- 4-6 years of experience in a similar role.
- Exceptionally strong project management skills.
- Strong knowledge of communication practices and techniques.
- Experience with website management and design.
- Highly organized with impeccable attention to detail.
- Outstanding written and verbal communication skills.
- Must be able to multitask and work well under pressure.
- An ability to work under tight deadlines.
- Passion for building a culture of life within a small, collaborative pro-life organization.

**Preferred Qualifications:**

- 3+ years of experience managing social media.
- Experience with Mailchimp or other email marketing platforms.
- Experience using Asana project management platform.
- Experience in fundraising / development communications strategy and execution.

Please send a cover letter, resume, writing sample of 500-750 words and the names and contact information for (2) references to our Director of Operations at [rosemaryeldridge@marchforlife.org](mailto:rosemaryeldridge@marchforlife.org). The application deadline is Friday, November 1 at 5:00 p.m.