About GEMS:

Girls Educational and Mentoring Services’ (GEMS) mission is to empower girls and young women, ages 12–29, who have experienced commercial sexual exploitation and domestic trafficking to exit the commercial sex industry and develop to their full potential. GEMS is committed to ending commercial sexual exploitation and domestic trafficking by changing individual lives, transforming public perception, and revolutionizing the systems and policies that impact commercially sexually exploited youth.

Position Summary:

The Communications & Advocacy Manager is responsible for articulating and communicating the GEMS voice, stance and brand across all platforms. From emails and social media to events, campaigns and fundraising collateral, this critical position requires someone with a strong marketing and communications background and the ability to articulate GEMS mission and vision to current and future program participants, donors, and the general public. The Communications & Advocacy Manager will partner with GEMS’ CEO and Survivor Leadership Institute (SLI) to create campaigns and events to educate and mobilize the public about policies that impact women and girls who are being commercially sexually exploited and trafficked.

Key Tasks and Responsibilities:

- Partner with GEMS leadership to clearly articulate GEMS stance on policies that impact survivors of sexual exploitation, trafficking and women of color
- Design and build campaigns to educate and mobilize the public toward activism and advocacy that supports survivors of commercial sexual exploitation, trafficking, and women of color
- Partner with the Director of the Survivor Leadership Institute (SLI) to train and equip survivors who choose to use their voice in the advocacy space
- Manage content creation and strategic distribution of content on GEMS platforms (website, blog, newsletters, and social media), working with multiple staff members who may have competing priorities and timelines
- Design and conduct routine website updates to effectively promote GEMS programs to prospective members, attract new donors and educate the public about GEMS work
- Create materials for GEMS events and programs and promote on GEMS member pages
- Create pitch decks and other marketing collateral for events, individual donor conversations, and foundations as needed
- Manage full communications calendar and collaborate with the development and program teams to meet all deadlines in a timely manner
- Liaise with graphic design and video contractors to artfully and effectively tell the GEMS story
Qualifications

- Able to work in the U.S
- Bachelor's Degree a plus
- Knowledge and interest in social causes that impact women, girls and communities of color
- Minimum of 2-4 years of experience in digital marketing and communications
- Experience managing a brand's voice and fielding inquiries on social media
- Experienced project manager; comfortable with handling all the details and implementing the plan as well as holding both internal and external stakeholders accountable to meet deadlines
- Both highly creative and detail-oriented in the execution of complex projects on tight timelines
- A desire to work on a highly collaborative and creative team that is passionate about creating meaningful experiences to connect people to the long-term work of empowering girls and young women who have experienced commercial sexual exploitation and trafficking.
- Experience with website and email campaign platforms
- Design experience a plus
- Squarespace experience a plus
- Knowledge about the impact of decriminalization on the sex trade in NYC a huge plus

GEMS Principles

Survivor Leadership and Transformative Relationship

How to Apply

Email a PDF of your resume and cover letter to Katie Ellis, GEMS’ Deputy Director of Development (katie@gems-girls.org) with Communications & Advocacy Manager in the subject line along with 1-3 samples that represent your marketing experience. In the cover letter, please tell us why you would like to work for GEMS and explain how your past experiences have equipped you for this role. Please include salary requirements.

GEMS is hoping to fill this role as soon as possible. Please inquire promptly.

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