INSTITUTE OF WOMEN & ETHNIC STUDIES

Position Announcement: Communications Manager

Organizational Background
Incorporated in 1993, the Institute of Women & Ethnic Studies (IWES) is a not-for-profit 501(c)3 organization based in New Orleans, Louisiana. IWES is dedicated to improving the physical, mental, and spiritual health and quality of life for women of color and their families.

Job Summary:
The Communications Manager, under the direction of the Director of Media and Communications, is responsible for the oversight and implementation of the organization’s communications, both internal and external, that effectively describe and promote the organization, its programs and health promotion products. They will also be responsible for the management of day-to-day operations, including plans, schedules and coordination to ensure effective and efficient program implementation and supervision of other Communications team members. The Communications Manager, in collaboration with program staff, will oversee the creation and distribution of media content on the various IWES channels, traditional media outlets and the IWES website. They will be responsible for the delivery of program-related educational materials and support the implementation of IWES’ media campaigns. They will also be responsible for establishing and maintaining relationships with press, news outlets, and other strategic media entities. A background and proficiency in health communications/marketing and graphic design is highly desired.

Duties and Responsibilities:
- Supervise COMMS team members and provide direction, oversight, guidance, and support to accomplish COMMS deliverables
- Manage communication timelines with internal teams, external vendors and community partners
- Support the Program Director in program planning, development, evaluation, implementation and sustainability
- Design and/or supervise creation of design assets for program and organizational materials, events, reports, etc.
- Monitor program development to ensure that activities meet objectives and maintain fidelity
- Manage media-related events such as film screenings, panels, community gatherings, and launch events, etc.
- Provide support to program staff in planning, implementation and development of media-related program activities
- Maintain ongoing communication and reporting of project development to Project Director, project participants, community partners, stakeholders, and consultants
• Maintain communication with traditional media outlets (such as TV stations, billboard companies, and radio stations) to promote IWES’ work
• Serve as a liaison with external communication contractors
• Provide communication support to programmatic events
• Support the implementation of IWES social media campaigns
• Support the development and promotion of IWES social marketing campaigns
• Provide support for other IWES media and communications projects, as needed

Knowledge and Skills Required:
• Graduate degree in public health, communications or related field; concentration in health communications/marketing and/or health promotion preferred
• Minimum 3 years’ experience in related field required
• Proficiency with applicable design and graphic software (i.e. Adobe Illustrator, Adobe InDesign, Adobe Photoshop)
• Knowledge, skills, and abilities relating to the following fields, as applicable: sexual and reproductive health, adolescent health, mental health and community wellness and resilience, maternal and child health, minority health, health communications, and graphic design
• Experience building communications plans to support program and organizational goals and objectives
• Experience using tools to assess and measure the impact and effectiveness of communications plans, strategies and products
• Proficiency in current versions of Microsoft Office, Microsoft Word, Microsoft Excel and Microsoft PowerPoint
• Excellent interpersonal and written communication skills, preferably including experience in cross-cultural exchanges
• Ability to work non-traditional hours, particularly to participate in media productions, as needed (limited requirement; periodic travel is Necessary)
• Ability to work independently and as a team member
• Sensitivity to cultural, racial, and sexual diversity
• Willingness and experience working with youth, particularly youth of color
• Spanish language skills – a plus
• Excellent organizational and time management skills
• Commitment to organizational mission is essential

Starting salary: $70,000

Email or mail a cover letter, resume, 3 samples of graphic design work and 3 professional references no later than April 21, 2023 to:

Institute of Women & Ethnic Studies
ATTN: Communications Manager Position
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New Orleans, LA 70122
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