**Director of Marketing and Storytelling**  
Girls for Gender Equity

**The Details**

*Location:* Brooklyn, NY  
*Start Date:* November 15, 2022  
*Salary Range:* $85,000-$95,000  
*Reports To:* Sr. Director of Institutional Advancement

**The Opportunity**

Girls for Gender Equity is hiring a Director of Marketing and Storytelling to lead the execution of the GGE’s brand strategy and content strategy, translating and advancing our values, vision, and work locally and nationally harnessing the power of narrative to drive action and create change and support organizational efforts to deliver on our mission and vision. Reporting to the Senior Director of Institutional Advancement, and collaborating deeply with the Director of Narrative and Culture Shift. The Director of Marketing and Storytelling will lead the department consisting of a 4 person team that has responsibility for brand management, strategic content development, content distribution, and high-level media relations.

**Your Day-to-Day**

**40% - Strategic Planning and Leadership**

*Own and develop strategic vision for the department; working in collaboration with the Director of Narrative and Culture Shift, to research and create a strategy that illustrates strong theories of change and use both proven and experimental brand, marketing, and communications approaches to reach goals through successful execution. Develop and Execute a multi-year strategy to grow the visibility and influence of GGE through the organization’s existing and forthcoming digital and offline channels and networks. Continually leading to evolve our story and capacity for powerful, strategic storytelling, while taking into consideration the growth of the organization and changing political and social realities. Build and retain a talented team; manage effectively to implement strategy, achieve target goals and create new opportunities for impact. Support staff to - create written documents and visual presentations, including strategy decks, development proposals, and funder reports, identify and develop other support materials to help advance the campaigns and issues the organization is working to advance. Coordinate and collaborate with the Marketing & Storytelling team. Support team through team meetings (weekly), and in-person retreats to address short-term and long-term departmental strategies and goals.*

**40% - Marketing, Narrative Development & Brand Awareness**

*Manage and build strong external brand partnerships to further expand current work and issues to date. Manage the contact, outreach, follow-up, content development, and other functions required to maintain and grow influencer and institutional relationships that are critical to the organization’s success and growth, including work with consultants. Navigate a fast-paced schedule and diverse set of responsibilities that include a mix of influencer engagement, media and brand strategy and partnerships, speeches/public appearances, development and organizational management, and team professional development. Proactively shape the public’s understanding of Girls for Gender Equity, racial and*
gender justice, Black and Brown LGBTQIA+ leadership, and other core concepts by creating key messages and press releases to communicate organizational or legislative developments with the media, press and other interested parties. Ensure quality and consistency of brand identity, narrative, tone and personality through the media and across all channels (website, social media, email, mobile, video, print and in-person).

20% - Data and Dept. Oversight
Measure Impact. Is it working? Rigorously analyze data, report out on the impact of our storytelling, communications, social media, and content to help foster and accelerate learning and innovation. Develop, oversee and manage media relations and strategic communications budget.

The Skills You’ll Need
Success in the Manager of Storytelling and Youth Engagement role will require a deep commitment to GGE’s mission and core values and deep commitment to centering youth. The ideal candidate will also bring the following skills, attributes, and experiences:

- Strong management skills and experience cultivating and retaining talent.
- Impeccable writing and verbal skills. The ability to communicate information clearly is fundamental to this role, especially via reports, strategy decks, memos, and other strategy-related documents.
- Strong public speaking skills and experience presenting to groups along with an ability to inspire colleagues and peers around a common mission or set of powerful ideas.
- Strong organizational and financial management skills and experience with budgeting and planning.
- Highly strategic mindset, including strong instincts and a demonstrated ability to identify media moments and opportunities, and to develop, execute and deliver on plans for growth.
- Excellent interpersonal skills. You are confident in interacting with other staff, external partners, organizations, and consultants.
- Ability to effectively use a Black/racial justice frame of reference to write strong and persuasive strategic plans and program development materials.
- Specific experience pitching stories focused on the issues affecting Black girls and women and TGNC folx of color, anti-carceral feminism, Black feminist analysis, police reform, and additional core issues as the organization evolves.

“Nice to Have”
- Certification or degree in Marketing or related field.
- Lived experience with school pushout, the criminal legal system, navigating gender, gender-identity, and/or racial equity issues.
- BIPOC and Gender Expansive Folx HIGHLY encouraged to apply

The People
In this role, you will work within the Marketing and Storytelling Team, and collaboratively across all GGE’s team to ensure that youth are centered within everything we do.

The Organization
Girls for Gender Equity (GGE) is an intergenerational advocacy organization committed to the physical, psychological, social, and economic development of cisgender (cis) and transgender (trans) girls and women of color and gender
non-conforming/non-binary (GNCNB) youth of color. GGE challenges structural forces -- racism, sexism, transphobia, homophobia, economic inequality -- that work to constrict the freedom, full expression, and rights of trans and cis girls and young women of color, and GNCNB youth of color.

GGE’s work is grounded in intersectional Black feminism, positive youth development, strengths-based, eco-systemic social work practice and popular education theory. Our theory of change articulates our efforts to cultivate a culture and environment in which cis and trans girls of color and GNCNB youth of color are equitably supported to live free, self-determined lives; eradicate institutionalized barriers to gender equity; and dismantle all systems of oppression. We ultimately believe in and work toward world where cis and trans girls of color and gender non-conforming/non-binary youth of color are free.

The Next Steps

If you are interested in this role, please send a cover letter and resume to JazzHR using this link. Applications will be reviewed on a rolling basis, with a preferred start date ASAP.

GGE is an Equal Opportunity Employer. GGE provides equal employment opportunities to all employees, job applicants, interns, and volunteers without regard to race, color, religion, creed, political association, ancestry, sex, sexual orientation, gender identity or expression, marital or partnership status, national origin, immigration or citizenship status, age, military or veteran status, pregnancy, caregiver status, handicap or disability, genetic information or characteristic, unemployment status, arrest or conviction record, credit history, status as a victim or survivor of domestic violence, sex offenses, or stalking, or status in any group protected by federal, state, or local law in accordance with applicable law.