

## OUR CULTURE

YWCA Greater Charleston has been eliminating racism and empowering women for a remarkable 116 years. We are dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom and dignity for all. We do so by focusing on three strategic areas: racial justice and civil rights, the empowerment and economic advancement of women and girls, and the health and safety of women and girls. Our program development and sustainability model is collaborative in nature and includes collaborating with local and national nonprofits, corporations and educational institutions. We are a small but growing team and value the unique strengths and expertise of each member of our team. We currently operate in a hybrid in-person and virtual environment. Each staff member is set up with home office equipment, and we also have options for in-person shared workspace and meetings. If you have a high work ethic, are a self-starter, creative thinker, and enjoy seeing your work impact an important mission, you will love it here.

## HOW YOU WILL CONTRIBUTE TO THE MISSION

By bringing your unique energy and curiosity to the team, you will be a dynamic change agent who is passionate about serving the community, engaging stakeholders, and building awareness around the impact of eliminating disparities and creating equitable systems. Paying close attention to detail, you will take pride in being an organized individual who can manage the back end of events while tapping into your creative skills to design engaging content on a variety of platforms that will build relationships with new and current supporters.

## KEY RESPONSIBILITIES

Key duties include website management, social media planning and implementation, digital acquisition campaigns, graphic design, merchandise design and management, video/photo content creation, and support of development appeals.

## QUALIFICATIONS

We are looking for someone who will be a go-getter, self-starter, big-picture strategist with an eye for detail and a willingness to work collaboratively with other teams. Strong candidates should demonstrate fantastic time management, strong cross-departmental project management skills, great creativity, a keen interest in creating and implementing cost-efficient and effective media campaigns and have an awareness of current and trending creative marketing strategies.

## SKILLS

Strong project management and organization skills; solve problems quickly and collaboratively; creative copywriting and verbal communication skills, reliable transportation; proficient with computers and office equipment. Exercise cultural awareness and empathy when working with community members from diverse identities and backgrounds; Strong working proficiency with IT and relationship management software such as Google Workspace, Weebly, MailChimp, Jotform, Neon, Salesforce, etc. Ability to work some evenings and weekends with some travel required to conferences, workshops and special events.

## COMPENSATION

The salary range for this position is \$45,000 to \$47,500. Benefits include medical, dental, paid time off to include holidays, paid time off, and sick leave. Additionally pension plan (after 2 years of employment).

## TO APPLY

Interested candidates should respond with their resume and brief letter of interest to [LBrown@ywcagc.org](mailto:LBrown@ywcagc.org) sharing why you feel you should be our next director of communications and why you would like to work toward the elimination of racism and the empowerment of women. Creatively include the word “pineapple” in your letter at least once.

**EQUAL OPPORTUNITY EMPLOYER:** YWCA Greater Charleston does not simply accept difference—we celebrate it, and we thrive for the benefit of our employees, our participants, our supporters and, our community. YWCA.GC is proud to be an equal opportunity workplace and an affirmative action employer.

**YWCA** DIRECTOR OF COMMUNICATIONS