



DEPUTY DIRECTOR OF COMMUNICATIONS

Overview

Equimundo: Center for Masculinities and Social Justice, an international non-governmental organization working to advance gender equality, promote healthy masculinity, and prevent gender-based violence, seeks a full-time Deputy Director of Communications. This position would ideally be based in Washington, D.C., or the East Coast (with a hybrid work-from-home/office model).

About Equimundo

Equimundo is a global leader in advancing gender equality and preventing violence by engaging men and boys in partnership with women and girls, and individuals of all gender identities. We believe that working with men and boys to transform harmful gender norms and unequal power dynamics is critical to achieving gender equality. Equimundo generates high-quality, impactful research and sparks critical dialogue through our global campaigns to advance gender equality, healthy masculinity, and violence prevention. Since 2011, our initiatives – in collaboration with partners in more than 69 countries - have reached nearly 10 million people through programs and training, campaigns, and community engagement and over 2 billion potential viewers through media, resulting in broader awareness around gender equality and violence prevention, as well as changes in attitudes and behaviors related to intimate partner violence; sexual and reproductive health and rights; and domestic work and caregiving, among others. For more information, visit www.equimundo.org.

Job Responsibilities

We seek an experienced professional and experienced writer/editor passionate about strategic communications for societal change, focusing on discussing men and manhood in this challenging political moment. This person will join a growing Communications and Advocacy team and help lead external and internal communications efforts. The primary responsibilities are the following:

- **Media Relations:** Drive high-impact organizational media relations strategy.
 - Lead the earned media approach for organizational initiatives.
 - Manage day-to-day media outreach to promote the Equimundo narrative by liaising with external media partners and PR agencies.
 - Monitor the news cycle to identify proactive opportunities for media coverage; be creative in identifying opportunities to integrate issues relevant to masculinities and Equimundo's research in the news cycle; and create media moments for the organization, staff, and launches of our landmark studies.
 - Manage rapid response opportunities, identifying a plan of action, message, and crisis

- control if needed, in conjunction with the Director of Communications and Advocacy and the CEO's office.
 - Manage paid media opportunities.
 - Build media lists, manage distributions, and provide regular reporting to the Director of Communications and Advocacy on media coverage and PR value for institutional metrics.
- **Storytelling and Messaging**
 - Write high-quality materials for traditional and emerging media and institutional digital communications channels.
 - Design and implement a messaging strategy to tell the impact of the [Caring Masculinity Fund](#).
 - Provides strategic input in matters related to external facing communication.
 - Lead message training with staff and key stakeholders (e.g., board members and fellows)
 - Update and enforce communications guideline documents
 - Collaborate with research and program departments to ensure proposed products align with the intended impact and audience
- **Management and Supervision**
 - Supervise Equipundo's Communications Officer
 - Liaise with vendors related to communications
 - Draft contracts and manage specific projects related to communications
 - Oversee the Communications department budget

Qualifications for Consideration

- Strong commitment to Equipundo's [mission](#) and organizational [values](#).
- Bachelor's degree in a related field (e.g., journalism, communications, public relations, etc.) and a minimum of 3-5 years of communications experience in journalism, public relations strategies, and developing communications for campaigns.
- Expertise and interest in the current situation about boys and men in the US primarily and secondarily globally. Knowledge of gender, masculinities, international development, and/or social justice issues.
- Strong, ongoing relationships with press members in the US (traditional and emerging media) and look for opportunities to leverage these relationships for Equipundo's mission.
- Voracious media consumer and can spot opportunities to tell a compelling story in any news cycle, finding Equipundo's angle and bringing a masculinities lens to current events.
- Strong writer comfortable producing multiple types of content, including press releases, op-eds, and other thought leadership content, and a track record of getting published.
- Translate Equipundo's technical, data-driven research papers for external audiences, communicating effectively for traditional and untraditional media outlets.
- Deeply committed to diversity, equity, and inclusion. Kind to oneself and others.
- Second language skills (Spanish preferred, French and/or Portuguese also useful)
- Experience using Cision and other media tracking platforms

Compensation:

Equipundo offers competitive and fair salary ranges in Washington, D.C., not-for-profit, and related

sectors. This position ranges between \$100,000 and \$115,000, depending on years of experience and academic qualifications. The position includes fully paid health insurance for yourself, four weeks of vacation leave plus the last week of December, federal holidays, and an employer contribution of 8% of your annual salary towards retirement.

Start Date

The proposed starting date is May 1, 2025.

To Apply

To apply, please send the following documents as **one single PDF file** labeled FirstName_LastName_DeputyComms no later than **March 7, 2025**, to jobs@equimundo.org:

1. Cover letter
2. Resume
3. Portfolio/Writing Sample - Three opinion pieces or features published in mainstream media.

In addition:

- Please write “Deputy Director of Communications” as the subject heading.
- Indicate if you are legally authorized to work in the United States.

Only shortlisted candidates will be contacted.

Equal Employment Opportunity Statement

Equimundo is committed to creating and maintaining a diverse and inclusive working space for all employees and providing employees with a work environment free of discrimination and harassment. All qualified applicants will receive consideration for employment without regard to age, race, color, religion, creed, national origin including ancestry, ethnicity, sex including pregnancy, gender, gender identity, gender expression, transgender status, disability, alienage or citizenship status, military status, including past, current, or prospective service in the uniformed services, genetic information, predisposing genetic characteristics, marital status, domestic violence victim status, familial status, actual or perceived sexual orientation.

We are an equal opportunity employer, and we strongly encourage Black, Indigenous, people of color, women, people with previous felony convictions, members of the LGBTQIA+ community, and others who identify with underrepresented groups to apply.