

# Women's Sports Foundation

We exist to enable girls and women to reach their potential in sports and life.



## Associate Director, Communications

**Reports to:** Vice President, Communications

**Location:** New York, NY

**Status:** Exempt

**Salary:** \$72,000 - \$84,500

### **Who we are.**

The Women's Sports Foundation is an ally, advocate and catalyst for tomorrow's leaders. We exist to enable girls and women to reach their potential in sport and life. Founded by Billie Jean King in 1974, we are committed to achieving equality, diversity and inclusion in sports, and value teamwork, resilience and innovation. We are building a future where every girl and woman can #KeepPlaying and unlock limitless possibilities through the lifelong benefits of sport participation.

### **About the opportunity.**

The Associate Director of Communications will join an energetic and collaborative team at the Women's Sports Foundation (WSF) and play an integral role in communicating the Foundation's mission, initiatives and impact. We are looking for a resourceful self-starter who thrives in a bustling and growing work environment and shares our passion and vision.

Reporting to the Vice President (VP) of Communications, the Associate Director will help implement compelling communications that engage the myriad of Foundation stakeholders, and illuminate the challenges and opportunities reflected in the sport landscape for girls and women. Working collaboratively and coordinating with all Foundation departments, this person will demonstrate strong writing proficiency in multiple platforms and possess superior project and time management skills.

### **We will count on you in the following areas.**

- Assist the VP in executing communication, branding and public relations strategies that further bolster WSF's category leadership

- Implement integrated communications plans to advance WSF's brand equity and broaden awareness of its programs, advocacy, research, partnerships and events, via tactics and timelines consistent with WSF goals
- Demonstrate writing excellence when crafting external and internal communications including press materials, statements, newsletters, talking points, fact sheets, annual reports, Trustees correspondence, etc.
- Manage and execute communication plans around WSF signature events and initiatives including National Girls & Women in Sports Day, Title IX 50<sup>th</sup> Anniversary, Annual Salute to Women in Sports, and We Play Interactive, among others
- Work with Digital Content Manager to ensure content on WSF social and digital channels are compelling, effective and aligned with communication plans
- Participate in brainstorming sessions to develop strategic and creative communications plans and pitches, as well as rapid response comments and statements for breaking advocacy-related issues
- Cultivate and manage meaningful relationships with media to propel coverage of WSF initiatives and activities. Research media outlets and reporters, disseminate WSF press materials and work with associated vendors
- Uphold and maintain WSF's brand and messaging guidelines. Work with WSF departments to ensure their materials are compelling and on-message, across all WSF program areas
- Assist the VP with administrative activities of the communications function including budgeting, invoicing, reporting, media list updating, media monitoring and tracking, etc.
- Lead or manage special projects in support of WSF goals
- Perform other related duties as required

### **What makes you stand out.**

The ideal candidate will possess a combination of skills, experiences, and passion in the following areas:

- Excitement for WSF's mission and strong understanding of women's sports and female athletes
- Track record of effective written work and successful media coverage, demonstrating a keen ability to create and communicate engaging narratives for target audiences
- Excellent interpersonal communication skills and ability to work collaboratively with athletes, colleagues, partners, Trustees, donors, media, influencers, etc.
- Ability to work proactively and independently with minimal supervision
- Collaborative, collegial, respectful team player, with can do energy and enthusiasm for robust, mission-driven work

### **What you need to have.**

The ideal candidate must possess a combination of skills, experiences, and education in the following areas:

- Bachelor's or master's degree preferred in public relations, communications, or related field
- Minimum 4-6 years of experience in-house or with a PR agency
- Outstanding written and excellent verbal skills
- Ability to work across multiple tasks effectively and simultaneously with concurrent deadlines, demonstrating strong project management skills

## **What we offer.**

In addition to a competitive salary based on experience, WSF also offers a generous benefits package that includes:

- Medical, vision, and dental insurance
- Disability and life insurance
- Pre-tax medical savings plan
- Generous PTO and leave policies

Currently, we are a hybrid workplace that is subject to change. However, we provide a workplace that nurtures a culture that offers a high degree of flexibility and enables our employees to keep their life balanced.

The Women's Sports Foundation values an inclusive team and encourages individuals of diverse backgrounds and identities to apply. The Women's Sports Foundation is an equal opportunity employer.

## **Your next steps.**

For immediate consideration, please submit your application to <https://ideali.st/tsLVQy>.

Please include the following:

- Your resume
- A cover letter that answers the following:
  - What about WSF and our purpose interest you and why?
  - Describe your preferred work environment
- Three to five examples of your written work (e.g., press release, newsletter article, feature, company statement, Op-ed) and three media placements you secured as attachments in either Word or PDF

If you have questions, feel free to contact [HR@WomensSportsFoundation.org](mailto:HR@WomensSportsFoundation.org).

**#KeepPlaying**