

JOIN OUR TEAM

 Women's Sports
Foundation®

Women's Sports Foundation

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



Chief Communications Officer

Reports to: Chief Executive Officer

Location: Hybrid/Remote

Status: Exempt

Salary: \$170,000-\$190,000

ABOUT THE ORGANIZATION

The Women's Sports Foundation® (WSF®) exists to enable girls and women to reach their potential in sport and life. We are an ally, an advocate, and a catalyst for tomorrow's leaders. Founded by Billie Jean King in 1974, we are one of the *first* organizations to recognize the powerful connection between sport access, equity, and society. For 50 years and counting, WSF has been changing the game through its research, advocacy, and community programming, investing over \$100 million to help girls and women play, compete, and lead – in sports and beyond – without barriers. A leader and champion of the entire women's sports ecosystem, WSF amplifies the vital societal and cultural impact that is made when girls and women play sports. When girls play, they lead, and we all win!™ To learn more about the Women's Sports Foundation, please visit www.WomensSportsFoundation.org.

ABOUT THE POSITION

The Chief Communications Officer (CCO) is a new role that will develop and oversee a strategic and proactive communications and public affairs program aligned with the Women's Sports Foundation's mission and goals. As a direct report to the CEO, this executive team member will shape and promote WSF's narrative, enhancing its reputation and furthering its mission through public engagement, partnerships, media relations, and corporate communications strategies.

The CCO will play a crucial and multifaceted role as a vital advisor to the Chief Executive Officer (CEO) and the senior leadership team within the organization. In this capacity, the CCO will draw upon extensive expertise in public affairs and corporate communications to develop strategies that drive impact and measurable results across various initiatives, including growing our audience and supporters.

The CCO's responsibilities will include not only building strategic partnerships with key stakeholders, including policymakers and others, but also actively working to amplify WSF's mission and work through paid and earned media. The ideal candidate will exemplify a strategic leader and manager that understands the importance of WSF's work and will lead efforts to promote, protect and amplify the mission of the organization.

OVERVIEW OF THE RESPONSIBILITIES

Strategic Communications & Brand Management

- **Develop and implement comprehensive communications strategies**
 - Conduct a thorough analysis of current communication practices to identify areas for improvement.
 - Collaborate with stakeholders to ensure alignment with WSF's mission and goals.
 - Establish measurable objectives and key performance indicators (KPIs) to evaluate effectiveness.
- **Oversee all external and internal communications**
 - Create and lead the implementation of messaging guidelines to ensure consistency across platforms.
 - Train team members on brand voice and presentation to maintain quality and coherence.
 - Implement systems to review/update messaging for the evolving landscape.
- **Lead media relations efforts**
 - Build relationships with key media outlets and reporters.
 - Develop and approve press materials such as press releases, media kits, and briefing documents.
 - Manage press events and coordinate interviews to maximize coverage opportunities.
 - Lead strategy/vet speaking engagements, award opportunities, and other promotional efforts
- **Manage crisis communications and reputation management strategies**
 - Create crisis communication plans and protocols for various scenarios.
 - Monitor social media and news outlets for potential reputational threats.
 - Act as a spokesperson for the organization across all stakeholders to ensure transparency/trust.
- **Oversee the creation of compelling content**
 - Create/Manage a content calendar of events and campaigns.
 - Manage collaboration of writers, designers, and videographers to create high-quality content.
 - Evaluate engagement metrics to determine how effective the content is and adjust as necessary.
 - Manage social and digital strategies, including the WSF website and social media channels.

Public Affairs & Government Relations

- Develop and execute WSF's public affairs strategy on advocacy, research and community programming, positioning the organization as a thought leader for the women's sports ecosystem in DC/beyond.
- Build and maintain relationships with key associations and government agencies.
- Collaborate with the VP of Advocacy, monitor legislative and regulatory developments, identify opportunities to influence policy decisions that impact women's sports.
- Advocate for WSF's positions through testimony, public statements, and coalition-building with other advocacy organizations.

Corporate Communications & Strategic Partnerships

- Lead executive communications, including speeches, op-eds, and thought leadership opportunities for the CEO and leadership team.
- Work closely with the internal Marketing & Partnerships team to align messaging and create mutually beneficial partnerships to amplify WSF's brand and mission.

Leadership & Team Management

- Lead and mentor a high-performing communications team, fostering innovation and professional growth.
- Collaborate across departments, including development, advocacy, marketing, research, and community impact, to ensure cohesive messaging and strategic alignment.
- Manage a communications budget and oversee relationships with external PR, marketing, and outside agencies and vendors.
- Lead special projects in support of WSF goals.
- Perform other related duties as required.

YEAR ONE DELIVERABLES/KEY SUCCESS CRITERIA

- Develop and implement a proactive and strategic communications and public affairs plan that is aligned with the organization's goals
- Establish a robust issues management plan and crisis communications protocols that support leadership and the Board in addressing topics and issues that are counter to the mission of the organization
- Earn the trust and confidence of the leadership team and board as a strategic and valued member of the leadership team

WHAT MAKES YOU STAND OUT

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

- Excitement for WSF's mission and strong understanding of women's sports and women athletes.
- Track record of effective written work and successful media campaigns and coverage, demonstrating a keen ability to strategize and communicate engaging narratives for target audiences
- Excellent interpersonal communication skills and ability to work collaboratively with athletes, colleagues, partners, Trustees, donors, media, influencers, and others.
- Ability to lead 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, experience, and education in the following areas:

- 10+ years of experience in public affairs, government relations, corporate communications, or a related field, preferably within the nonprofit, sports, advocacy, or government sectors.
- Proven public policy advocacy, media relations, and crisis communication track record.
- Deep understanding of the sports industry, gender equity issues, and legislative processes.
- Strong relationships with the media, policymakers, and corporate stakeholders.
- Excellent written, verbal, and interpersonal communication skills.
- Experience managing and mentoring teams in a fast-paced, mission-driven environment.

- Bachelor's degree in Communications, Public Affairs, Political Science, or a related field (Master's preferred).

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

We are a hybrid/remote workplace. We provide a workplace that creates a culture that offers a high degree of flexibility and enables our employees to keep their lives 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/HfcGna>

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

#PlayToLead