Position Opening

Communications Manager

*Full-time, Exempt*

**About Us**
Founded in 2003, the Transgender Legal Defense & Educational Fund (TLDEF) is a national organization committed to ending discrimination based on gender identity and expression and to achieving equality for transgender people through impact litigation, legal services, policy advocacy, and public education. In addition to TLDEF’s portfolio of impact litigation, the organization maintains its signature *Name Change Project*, which provides free legal name change services to transgender and non-binary people through partnerships with some of the nation's premier law firms. In 2020, TLDEF launched its *Trans Health Project* with the goal of eliminating transgender-related exclusions in public and private health insurance plans nationwide. With a growing team, TLDEF is preparing to kick off a strategic planning process with the intent to sharpen its focus and guide its future development and growth over the next three-to-five years.

**Position Overview**
TLDEF is searching for an experienced *Communications Manager* to drive awareness for our work within the movement to advance justice and equity for transgender and non-binary people across the country. This is a new and exciting role at TLDEF where the successful candidate will play a substantial role in key projects, including an upcoming brand refresh. In partnership with the Executive Director, the Communications Manager will work alongside staff to develop and maintain TLDEF’s strategies and core messaging to increase understanding for the issues we champion and the community that we serve. The Communications Manager will also maintain an understanding of emerging issues, trends, news, and events related to TLDEF’s mission and program priorities. The successful candidate will possess a background in a variety of communications functions.

- This position will be based out of TLDEF’s New York office.
- The Communications Manager reports to the Executive Director.
- The position may supervise periodic interns.

**Responsibilities**

**Public Relations**
- Field and vet press inquiries, speaking engagement requests, and other external inquiries.
- Create and distribute public relations materials, such as media releases and statements, talking points, and press packages.
- Plan regular editorial meetings between Executive Director and/or program staff and high-level journalists at national and major regional outlets.
- Build strong relationships with TLDEF stakeholders and prepare them for media opportunities.
- Partner with the Director of Development to integrate TLDEF’s communications with fundraising strategies and key projects, including the annual Trans Advocacy Awards.
- Develop and maintain asset library of approved images, graphics, and video.
- As needed, serve as organizational spokesperson for interviews, press conferences, and other related activities.

**Original Content**
- Serve as staff writer and editor for a wide range of organizational communications, such as TLDEF’s annual report, brochures, newsletters, event materials, presentations, and scripts.
- Develop perennial and scheduled digital content for TLDEF’s website, social media properties, and email marketing that coincide with the news cycle and an editorial calendar.

**Monitoring & Evaluation**
- Create an internal system for collection of organizational accomplishments, updates, and data.
- Track and report on communications activities, relevant stories, and any applicable news coverage.
- Manage, monitor, and report on status of TLDEF’s website and social media properties and make recommendations for improved performance and optimization.
Qualifications

- 3-5 years of professional experience in communications, public relations, journalism, or related field.
- A commitment to further advance the organization’s mission.
- Familiarity with legal, political, economic, and cultural issues impacting transgender, gender nonconforming, and nonbinary people.
- Experience working with transgender communities and communities of color.
- An understanding of intersectional and systemic issues, including but not limited to transphobia, racism, classism, ableism, and xenophobia.
- Excellent research, writing, and public speaking skills.
- Ability to synthesize complex ideas, arguments, and analysis into accessible content.
- Excellent relationship-building skills with a range of audiences.
- Proven ability to manage multiple projects and priorities.
- Experience with providing communications counsel and support to senior leaders.
- Ability to travel and work outside office hours as needed.
- Proficient with either AP or Chicago style is preferred.
- Experience managing communications vendors or consultants as needed.
- Fluency or proficiency in Spanish is a plus.

Required Skills

- The ability to work in a PC environment using Microsoft applications and tools, such as Slack, Asana, and Zoom.
- Fluency with social media, including Facebook, Twitter, Instagram, and LinkedIn.
- Experience working with public relations software and platforms focused on website content management, email marketing, and social media management.

Personal Qualities

- Highly organized and strong time management skills.
- The ability to effectively collaborate with a diverse range of stakeholders.
- Capable of navigating and resolving conflict from a place of humility, integrity, and compassion.
- A demonstrated commitment to social, racial, economic, and gender justice.

Compensation

Annual salary range is $60,000 – $70,000. TLDEF offers a benefits package that includes employee medical, vision, dental, and life insurance; 401(k) retirement plan with employer contributions; access to professional development opportunities; 15 paid holidays; paid time off beginning at three weeks; sick time; healthcare flex spending account; and pre-tax commuter benefits.

To Apply

Submit a compelling cover letter; resume or C.V.; and three writing samples to careers@transgenderlegal.org with the subject line “Communications Manager.” Submissions without all required materials will not be considered. Applications will be accepted until the position is filled. No phone calls or emails, please.

TLDEF is an equal opportunity employer. People of color; lesbian, gay, bisexual, transgender, queer, and intersex people; women; and people with disabilities, including HIV, are all strongly encouraged to apply.