



## Director of Communications

The International Center on Nonviolent Conflict (ICNC) seeks a Director of Communications who is passionate about our mission of spreading knowledge about how people can nonviolently struggle and win human rights, freedom, and justice.

*Location:* Washington, DC

*Anticipated start date:* February 1, 2017

*Application instructions:* Please submit a cover letter, CV, and one or more writing samples totaling 5-10 pages. Apply at the following link: <http://bit.ly/2gzMK1E>

*Application deadline:* December 21, 2016.

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### **ABOUT THE INTERNATIONAL CENTER ON NONVIOLENT CONFLICT:**

We are an independent educational foundation that develops and disseminates knowledge about how people can organize themselves and engage in nonviolent civil resistance to win rights, freedom, and justice. We communicate this knowledge to organizers, activists, scholars, civil society organizations, journalists, members of the policy community and others throughout the world.

Since our founding in 2002, we have pursued our mission by organizing two annual summer institutes (for international professionals and for activists in North America), educational seminars (both in person and online), workshops for people from 139 countries, and many other educational and civic programs. We also support groundbreaking research, translations of critical educational resources, the development of new written and audiovisual materials about civil resistance and the sharing of new about ongoing nonviolent movements worldwide. Find out more about our work at: [www.nonviolent-conflict.org](http://www.nonviolent-conflict.org)

### **DESCRIPTION:**

As demand for ICNC's work grows rapidly, we seek an experienced communications professional with a demonstrated interest in human rights, international affairs, and/or social movements. This position will systematize ICNC's communications, marketing, and media relations. The Director of Communications will organize and execute strategies in all of these areas, collaborating with members of ICNC's staff in the process. This position is directly supported by ICNC's Manager for Editorial Initiatives and an intern.

ICNC is a go-to resource globally on nonviolent civil resistance and our key audiences include:

- Activists and organizers struggling for human rights around the world
- Scholars researching social movements, civil resistance, and related fields
- Members of NGOs
- Journalists
- Members of the policy community

### **SCOPE OF WORK:**

Primary responsibilities and duties include but are not limited to:

#### *Communications*

- Develop and implement a cross-organizational communications plan, in consultation with ICNC's President and other staff, to elevate stories about civil resistance and get commentary and research about civil resistance into the news
- Track global developments and strategize how to insert a civil resistance perspective into the media stream. Activities will include:
  - Identifying and cultivating news outlets and receptive journalists for placement of articles and timely radio, print, social media, and television interviews
  - Writing and publishing articles and op-eds on timely themes
  - Soliciting written articles and commentary from ICNC staff and members of ICNC's network
- In collaboration with the Manager of Editorial Initiatives, direct ICNC's blog (forthcoming, and tentatively titled "The Knowledge Exchange"), which aims to be a go-to source internationally for developments in the field of civil resistance, and ensure the blog's alignment with ICNC's broader communications strategy
- In collaboration with the Manager of Editorial Initiatives, direct the Nonviolent Conflict News (NVCNews.org) website and implement editorial guidelines about what kinds of stories we publish
- Ensure ICNC's website, biannual reports, and other communication platforms are consistent with ICNC's communications plan
- Identify and track key metrics to measure communications strategy impact

#### *Marketing*

- In consultation with program directors, develop and implement a marketing and promotion strategy for all ICNC program areas
- Identify and track key metrics to measure marketing strategy impact

### *Media Relations*

- Serve as the main point of contact for media inquiries
- Speak with press as needed and be available for interviews
- Drawing on ICNC's extensive network, set up a speaker's bureau on civil resistance and provide media training to relevant speakers
- Potentially create educational resources and lead seminars for journalists on reporting on and covering civil resistance movements
- Identify and track key metrics to measure impact of media relations initiatives

### *Organizational Capacity Development*

- Train and mentor staff in effective external communications, consistent with the communications plan

### **REQUIRED QUALIFICATIONS:**

- 7-10 years minimum of previous experience working in political communications, journalism, advocacy or marketing
- Demonstrated experience working in international affairs and commitment to human rights
- Outstanding writing and editing skills (writing sample required) and the ability to tailor messages to different audiences
- Strong oral presentation skills
- Experience with online advocacy or marketing campaigns, with a particular emphasis on effective use of social media
- Strong skills working in teams and in a collaborative environment
- Strong cross-cultural communication skills
- Flexible, detail-oriented, and able to deliver results in a fast-paced environment
- English language fluency, both written and spoken
- MA degree or commensurate experience
- Must have permission to work in the US and be located in (or be able to relocate to) the Washington, DC area

### **PREFERRED QUALIFICATIONS:**

- Experience speaking to journalists and being interviewed on camera (include any relevant links to with your application)
- Experience living or working abroad, and/or working knowledge of a foreign language

- Graphic design skills
- Experience in creating professional digital content for YouTube or Vimeo

*The International Center on Nonviolent Conflict is an Equal Opportunity Employer, committed to diversity in the workplace. It does not discriminate in employment opportunities or practices on the basis of race, color, religion, gender, national origin, age, disability, sexual orientation, marital status or any other characteristic protected by law.*