



Provide, Inc.
Director of Marketing and Communications
Remote Work, Full-Time Position

Provide is seeking a strategic and innovative thinker to lead the organization's marketing and communications. This person will play a critical role in helping us tell the Provide story and communicate the value of our programming in this time of upheaval in reproductive health care and justice. The Director of Marketing and Communications will energize efforts to expand Provide's visibility and grow its target audiences, serving both as an external ambassador and a trusted internal resource to help other teams achieve their goals. Our ideal candidate is an experienced marketing and communications professional with demonstrated expertise in the integration of a reproductive health and/or justice lens into communications and marketing work. They have a personal commitment to reproductive and social justice, equity and inclusion, and to centering the experiences and voices of marginalized communities. We are looking for candidates who are creative visionaries that are capable of strategic and tactical implementation.

About Provide

Founded in 1992, Provide is a national remote-work organization working to ensure that there is access to abortion, especially for those living in rural communities, Southern and Midwestern states. Provide educates and supports health and social service providers to be able to give the care and support those facing reproductive health needs to include abortion care. Our work is rooted in the on-the-ground realities of people's lives and of the systems and resources that are available to them. We believe that everyone has a role in supporting access to abortion care and that by giving people the tools and resources to play their role we can transform the way abortion is experienced where improved access is needed most.

Provide is an equal opportunity employer. People of color, women, LGBTQIA+, Trans and Nonbinary people, and those with disabilities are strongly encouraged to apply.

Description

The Director will lead the development and execution of strategies that raise organizational visibility, strengthen brand awareness, promote engagement with key audiences, and support Provide's short- and long-term programmatic goals. The Director holds primary responsibility for crafting, executing, and reporting on the Communication Department's objectives and activities. They also supervise and guide the work of the Communications Manager. The Director is a member of the organization's Senior Leadership Team and reports to the

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Managing Director. This position is a full-time (40 hr/week) remote work position based in the US.

Responsibilities include but are not limited to:

Organizational visibility and branding – 30%

- Serve as internal and external steward of the Provide brand and messaging, ensuring voice and style consistency and alignment in all content and channels.
- Lead media relations strategy to ensure visibility of Provide’s work in earned media outlets with our audiences, including funders, policymakers, allies, program participants, and impacted communities; serve as spokesperson when needed.
- Monitor media and external landscape for trends and conversations related to Provide’s work and opportunities to showcase thought leadership.
- Translate Provide’s work into meaningful messages and compelling content that will help us build relationships with partner and program audiences.
- Oversee strategy and develop content for external facing communications, including brochures, annual report, presentations, and events.
- Serve as member of Senior Leadership Team, participating in strategy development for key partnership and thought leadership opportunities.
- Ensure communications align with Provide’s core values, engaging stakeholders with an approach and commitment to equity and inclusion.

Program marketing communications strategy and implementation – 30%

- Collaborate with Communications Manager to build visibility and attendance for current and emergent programming including in-person and virtual trainings.
- Collaborate with Communications Manager on audience growth strategies for digital channels, including Email listserv, website, and social media.
- Establish effective reporting and measurement strategies to track marketing and communication results; use insights to refine strategies as necessary.

Internal Communications Leadership and Collaboration – 25%

- Cultivate and model effective interdepartmental collaboration practices and communications.
- Provide guidance and support to Development Team for fundraising objectives, such as donor campaigns, materials, and events.
- Provide guidance and support to Evaluation Team, including messaging, branding and dissemination plans for organizational research and publications.
- Develop effective communications processes and resources to engage Board, staff, and partners in marketing campaigns and enable them to be organizational ambassadors.

Team Leadership & Department Administration – 15%

- Lead organizational marketing communications planning efforts, including long-term

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strategy and annual objectives.

- Manage, support, and coach departmental staff.
- Develop and manage annual budget.
- Oversee departmental contractors and vendors.
- Participate in organization-wide events, program activities, and meetings as needed.

Desired Qualifications

- Minimum seven years of experience in relevant marketing communications position(s) with at least three years in a supervisory and/or strategy role. Experience managing communications in a reproductive health or social justice nonprofit environment strongly preferred.
- Exceptional written communication skills. Specific experience in organizational positioning and messaging, and promotional print and digital copy highly preferred.
- Experience developing and executing strategic marketing and communications plans that engage and grow audiences.
- Media relations experience including writing, editing, and successfully pitching press releases, op-eds, letters to the editor, and other pieces.
- Proficiency with digital marketing and communications tools and tactics, including website content management, email marketing, and social media.
- Strong leadership, verbal, and interpersonal skills, with an ability to build positive working relationships at all levels of the organization.
- Strategic and innovative thinker.
- Excellent time and project management skills to juggle competing priorities and meet deadlines.
- A demonstrated commitment to Provide's vision, mission, and values.

Salary Range and Benefits

The Director of Marketing and Communications is a full-time position, with the starting annual salary in the range of \$80,000 to \$90,000. Provide offers a generous benefits package, which currently includes: Group health and dental coverage, 403b plan with company match, stipend for productive workspace including monthly internet and cell phone allowance, long and short-term disability insurance, group life insurance, and paid time off. Paid time off includes: 12 paid holidays per year (with flexibility/floating holidays) PLUS paid Winter Holiday from Christmas Eve through New Year's Day, 15 vacation days per year, 10 sick days per year, monthly paid Wellness Days, 12 weeks paid parental leave, jury duty and bereavement leave, and paid emergency leave.

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Location

Provide staff are remote workers and we do not have a physical location. This is a remote position for an applicant based in the United States and who can work with others on a remote team. Up to 10% travel may be required.

Apply

To apply, please send along your **cover letter, resume, and 1-2 writing sample(s)** to jobs@providecare.org. The writing sample(s) should be no longer than a couple of pages and demonstrate your strength in messaging and promotional copywriting. No phone calls, please. Interested candidates are encouraged to apply immediately. Please note that only candidates selected for an interview will be contacted.

About the Hiring Process

Screened and selected candidates will be asked to participate in 2 panel interviews. Final candidates will be given instructions for and asked to submit a writing exercise. We expect the hiring process to last approximately six weeks.

Equal Opportunity Employer

Provide is committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants without regard to race, color, religion, sex, pregnancy, national origin, age, physical and mental disability, marital status, sexual orientation, gender identity, gender expression, genetic information, military and veteran status, and any other characteristic protected by applicable law. Provide believes that diversity and inclusion among our team is critical to our success as an organization, and we seek to recruit, develop and retain the most talented people from a diverse candidate pool.

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