POSITION DESCRIPTION

Position Title: Manager, Communications
Salary Range: Commensurate with experience
Location: Washington, DC
Reports To: Associate Director, Communications

Who We Are and What We Do

NASTAD is a non-profit national association representing the chief HIV and viral hepatitis state health department staff in all 50 U.S. states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands and the U.S. Pacific Islands.

NASTAD members have programmatic responsibility for administering state health department HIV and viral hepatitis healthcare, prevention, education and supportive service programs funded by state and federal governments. We also support partner governments in Africa, the Central America region and the Caribbean region.

NASTAD’s vision is a world free of HIV/AIDS and viral hepatitis.

Purpose and Description

The Manager, Communications will provide support and leadership for NASTAD’s communications activities and work closely with the Associate Director, Communications and key program and policy staff in a matrix-managed environment to execute internal and external communication strategies that advance NASTAD’s mission and policy priorities.

Under the direction of the Associate Director, the Manager will play a lead role in managing external communications and media relations, developing and implementing communications and marketing strategies and supporting the development of communications products with staff and external partners. The Manager will also support ongoing communications activities, with special attention to media relations and online communications including, but not limited to, managing the website and blog, developing and sending out email newsletters and managing social media channels such as Facebook, Twitter, Youtube and LinkedIn. The Manager will help lead the integration of digital technologies and platforms such as Pinterest, Storify, infographics and online ads into NASTAD’s current activities. The Manager will support general communications activities such as editing and formatting publications, and work with key program and policy staff to provide guidance on communications strategies and messages. The incumbent should also be familiar with and have an interest in public relations and digital engagement.
The Manager will be motivated to work as part of a team as well as be able to develop new projects independently. While the position reports to the Associate Director, Communications, much of the work of the position will be working directly with other key policy and program staff to complete projects in a timely manner.

**Essential Functions**

- Support Associate Director in developing, executing and measuring the impact of public relations communications strategies to increase the visibility and awareness of NASTAD’s activities locally, nationally, and internationally, and to position the organization as a leader in the media and among HIV and hepatitis partner organizations, funders and the community.
- Support management of all external communications activities for the organization, including press releases, media advisories, and statements on public policy issues and HIV-related news developments.
- Utilize traditional (radio, print, TV) and new (blogs, social networking sites) media to advance NASTAD’s mission and policy priorities.
- Support the Associate Director and communications team in managing NASTAD’s website, constituent relationship management (CRM) system and rolling out updated branding.
- Assist team in updating the website, sending email newsletters, creating and disseminating social media content relevant to HIV and hepatitis, and developing analytics reports.
- Support the integration of digital technologies and platforms such as Pinterest, Storify, infographics and online ads into NASTAD’s current activities.
- Support the design of templates, reports, eBooks, and other resources.
- Support coordination of communication activities across the communications team and the organization.
- Follow U.S. and international HIV, hepatitis, STD, technology and social media trends related to NASTAD’s mission, goals and activities.
- Provide technical assistance to NASTAD staff and health department staff.
- Report and write on new topics and current HIV, hepatitis, STD and public health trends for the NASTAD blog, website, and newsletters.
- Other duties as assigned.

**Minimum Requirements**

**Skills/Knowledge**

- Strong interest in and/or knowledge of public health, especially HIV, hepatitis, STDs and intersecting social inequalities that impact population health outcomes.
- Experience working with and/or an understanding of communities impacted by HIV or other health disparities such as people of color, men who have sex with men (MSM), transgender individuals and people who inject drugs (PWID).
- Experience working with all forms of media, including print, broadcast and online/interactive media, in particular social networking sites and blogs.
- Experience managing social media for an organization and familiarity with strategies for increasing supporter participation and engagement.
- Experience using a content management system (e.g., Drupal), email newsletter platforms (e.g., MailChimp, Vertical Response) and social media tools such as SproutSocial and graphic design programs such as Adobe Photoshop or Canva.
• Experience with Microsoft Office applications
• Excellent analytical, writing, oral communication and listening skills
• Strong project management and organization skills
• Strong attention to detail
• Ability to manage multiple projects simultaneously
• Ability to work in fast-paced, high intensity, complex work environment, independently as well as part of a team
• Ability to adapt to shifting and competing priorities in a fast-paced environment
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Experience/Education
• Bachelor’s degree in Marketing, Communications or a related field or any equivalent combination of training, education and experience that demonstrates the ability to perform the duties of the position
• 3-5 years of progressively responsible work experience

Physical Effort and Dexterity
Not applicable.

Visual Acuity, Hearing, and Speaking
Position requires excellent verbal and written command of the English language.

Environment and Scheduling
• Interest in working with an HIV and hepatitis public health organization
• Interest in working within a diverse work environment
• Interest in working with and/or an understanding of communities impacted by HIV and hepatitis

This position is classified FLSA exempt.

Employer’s Rights
This job posting does not list all the duties of the position. You may be asked by supervisors or managers to perform other duties. You will be evaluated in part based upon your performance of the tasks listed in a job description based on this posting that will be given at time of hire.

The employer has the right to revise a job description at any time. The job description is not a contract for employment, and either you or the employer may terminate employment at any time, for any lawful reason.

How to Apply
Qualified candidates should apply by e-mail only to HumanResources@NASTAD.org.

Subject line should read “Manager, Communications” only. A cover letter and resume including salary requirements should be attached (PDF or Word). Applicants should respond to the following questions and scenario in their cover letter:

• What experience do you hope to gain from your time with NASTAD?
• What unique talent would you bring to the team?
Scenario: In recent years, President Obama has spoken about "realizing the promise of an AIDS-free generation." In response, NASTAD adopted the phrase "Standing-up for an AIDS-free Generation" to describe its commitment to ending AIDS. However, not everyone agrees with this language as one community activist, John Smith, illustrates below. Briefly describe what you might propose for how NASTAD might respond to John and address future use of "AIDS-free generation" language.

"I know NASTAD is not the only organization using this highly offensive term. I understand it is used widely, but at every turn I'm trying to engage and make my feelings known about it. Every time I see or hear it my stomach turns. As a person living with AIDS, it makes me feel forgotten as a long termer and that all my needs will NOT be met in the new cool push to prevent HIV. There needs to be as big a push for those of us with new health and psychosocial issues as we age, become isolated and stigmatized by campaigns such as these."

- John Smith

Submissions which do not follow the above instructions will not be considered as applicants. Due to the extremely high volume of resumes submitted, only those selected for interviews will be contacted. NO PHONE CALLS in reference to this position will be accepted.