



Communications and Digital Media Manager

About MOVA

MOVA is an independent state agency governed by the Victim and Witness Assistance Board. MOVA strives to advance victim rights by ensuring all victims and survivors of crime across the Commonwealth are supported and empowered through access to high-quality services that are trauma-informed, culturally responsive, and reflective of diverse communities. MOVA achieves this through survivor-informed work, advocacy for enhanced victim rights and services, partnerships with agencies and individuals, and a commitment to providing funding and services for underserved and marginalized communities.

Job Overview

The Communications and Digital Media Manager develops and implements communication plans and strategies in support of MOVA's mission of providing direct services for victims of crime. This position leads and executes social media strategy, web development, publicly accessible digital and printed communications, and promotes professional development and community education opportunities for Massachusetts victim services providers, survivors, and allied professionals. This position collaborates across teams to develop and uphold communication strategies that are accessible to broad audiences of Massachusetts victim services providers, survivors, legislators, and allied professionals. Candidates should have experience creating mission-driven content, managing an online voice and social media presence, drafting and distributing external communications, and interfacing across a broad range of online platforms.

Responsibilities

- Develop and execute annual and comprehensive communication and social media strategies that promote an accessible and consistent trauma-informed approach to external communications and aligns with MOVA's mission, vision, and values
- Create content, including static and/or motion graphics, for various communication platforms, including social media, digital newsletters, and printed materials, ensuring consistency in voice, tone, and brand when communicating with a variety of stakeholders
- Actively manage MOVA's social media presence and create digital content across networks (e.g., Twitter, Instagram, Facebook, YouTube, and LinkedIn); respond to comments/messaging when needed
- Collaborate with internal teams to inform social media and communication plans to ensure content is up to date, accurate, streamlined and consistent with MOVA's branding, voice, and annual priorities
- Partner with the Director of Policy & Legislative Affairs and the Executive Team to develop and implement communications plans for MOVA's federal and state budget advocacy efforts
- Oversee the maintenance of Constant Contact email lists including updating contact lists, developing campaign templates, drafting content, managing the scheduling of content, and other tasks related to maintaining consistent and streamlined communications across platforms
- Collaborate with external vendors to develop branded material and maintain updated, relevant, and accessible content in printed materials

- Lead the development, editing, inventory tracking, printing, and distribution of outreach and program materials and content such as the Victim Services Bulletin, external newsletters, brochures, fact sheets, accompanying event material, and agency-wide updates
- Stay up to date with emerging news relevant to victim services and identify opportunities for engagement
- Collect quantitative and qualitative data analytics from digital platforms, create reports, analyze data, and recommend and implement changes, where necessary
- Monitor and update MOVA's presence on mass.gov (Massachusetts Office for Victim Assistance, askMOVA, and Garden of Peace) and respond to feedback features when needed
- Partner with the Director of External Engagement to promote annual victim rights month events, the MOVA Training Academy, New Advocate Training, Garden of Peace Honor Program, SAFEPLAN trainings, and other statewide events, ensuring consistency and streamlined communications to external partners
- Support press and media engagement at the discretion of the Deputy Chief of Staff by developing and maintaining targeted media contact lists, coordinating responses to media contacts, and drafting press advisories/releases to ensure consistent and effective communication
- Support internal and external events by providing social media coverage, capturing photos, videos, and posting real-time content
- Attend community events to represent MOVA, capture digital content, and share relevant educational materials

Qualifications

- Six years of relevant professional work experience; a degree may substitute for up to three years of professional experience
- Experience in building marketing and/or social media campaigns
- Exceptional written and verbal communication skills including the ability to speak in public
- Experience creating multimedia content, including video and graphics, and experience with programs like Canva, Adobe InDesign, Premiere Elements, and Constant Contact
- Experience in social and online media management, reporting, and analytics
- Proficiency with MS Office and Adobe applications and experience with website management
- Ability to interact and collaborate successfully with many different personality types and to effectively develop and maintain strong working relationships across all levels within the agency and outside the agency
- Superior multi-tasking abilities and a detail-oriented mindset
- Demonstrated ability to take initiative, be self-motivated, resourceful, and flexible
- Proven ability to work under pressure, establish and meet deadlines, and meet deliverables
- Commitment to furthering the agency's overall mission
- Valid driver's license. Travel throughout Massachusetts required.
- Familiarity with direct services programming (e.g., social services, sexual and domestic violence services, etc.) preferred

Additional Information

- Submit cover letter, resume, and any accommodation requests to MOVAHR@mass.gov



- MOVA is an equal opportunity employer and strives to ensure that those working in our office reflect the diversity of the communities we serve. MOVA encourages applicants from a broad spectrum of backgrounds to apply for positions.
- Non-managerial, non-exempt position
- Salary of \$70,000-\$75,000 annually
- This position is hybrid and requires working in MOVA's Boston office three days a week for an initial training period of at least three months. Upon successful completion of the training period, this position is required to work two days per month in the Boston office as well as frequent travel across the state to trainings and events including to MOVA office locations in Boston and Northampton.