



**POSITION DESCRIPTION:**  
**Communications and Marketing Director**  
**Massachusetts Commission on the Status of Women**

**REPORTS TO: Executive Director**

MVI Level

Primary Location: 1 Ashburton Place, Boston, MA

**About this role:**

The MCSW is a State-established body charged with reviewing the status of women in Massachusetts and offering recommendations regarding policy that would improve access to opportunities and equality.

The Marketing and Communications Director's primary role is to strengthen the Massachusetts Commission on the Status of Women's brand, outreach efforts, and positioning with stakeholders.

**Requirements:**

- MCSW is An Equal Opportunity / Affirmative Action Employer. Women, minorities, veterans, and persons with disabilities are strongly encouraged to apply.
- 5-10 years of full-time, professional, administrative, supervisory, or managerial experience in communications, marketing, business administration, business management, public administration, public management
- Bachelor's Degree, or equivalent experience
  - *Substantive knowledge and experience in the area of women's advancement are preferred.*
- Experience with social and online media platforms, management and analytics
- Strong demonstrated knowledge and experience in media relations, external and internal communications.
- Skilled in brand building and social media campaigning
- Graphic Design experience.
- Impeccable copywriting and copy editing abilities.
- Proficiency with Microsoft Office applications and Constant Contact.
- Computer Skills in Microsoft Suite, Microsoft Teams, Sharepoint, and online platforms such as Zoom.
- Proficiency with content creation and management on social media platforms, including Hootsuite, Facebook, Instagram, LinkedIn, and Twitter
- Eagerness to fully commit to and demonstrate understanding of work related to racial equity, diversity, and inclusion.
- Demonstrated leadership abilities and personal characteristics for working effectively with a diverse body of stakeholders.
- Strong written and presentation skills
- A flexible visionary who can make decisions boldly
- Demonstrate initiative and perseverance when completing tasks
- Effective communicator, active listener, and respectful people manager
- Exhibit effective cross-cultural communication skills

## **Roles and Responsibilities**

### **Communications and Marketing Plan and Execution (30%)**

1. Prepares a Communication and Marketing plan with SMART Goals to increase branding awareness and increase engagement from all stakeholders.
2. Responsible for keeping track of analytics to measure and keep track of Communications' channels performance.
3. Implement the strategy and execution of internal and external communications.
4. Create and maintain multiple channels of content, including the agency's website, intranet, newsletter(s), social media channels, and other forms of communication and collateral marketing materials.
5. Identify and develop partnership and sponsorship opportunities.

### **Graphic Design and Website (20%)**

6. Supervises Graphic Design Intern to comply with all MCSW's needs.
7. Creates and manages MCSW's website and embeds interactive elements to engage audiences and provide access to the Commission's resources.
8. Maintains and updates MCSW Branding Guidelines to strengthen MCSW's presence and positioning with internal and external audiences.

### **Event Planning (30%)**

9. Support the planning and execution of MCSW events.
10. Serve as staff liaison to the Program & Planning Committee.
11. Works closely with colleagues on outlining Communications and Marketing Plans for MCSW's initiatives and events.

### **Public Relations and Media Liaison (20%)**

12. Serves as media liaison and public relations contact for MCSW.
13. Prepares presentations and branding materials for MCSW or Commissioners that represent the Commission in Public Events.
14. Reviews and edits all major communications that will be sent to Commissioners, Partners, and External Collaborators.

### **TO APPLY:**

- All applicants should attach a cover letter and resume to their online submission for this position.
- Email cover letter and resume to Interim Executive Director, Shaitia.Spruell@mass.gov
- Please include the following subject line: Communications and Marketing Director Applicant.
- First consideration given to applications received by May 13th, 2022.

**SALARY AND BENEFITS:** \$94,301.09 to \$108,670.86 salary commensurate with experience. Comprehensive benefits package and flexible. Remote-friendly position.

*\*Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.*

*\*\*MCSW is proud to be an equal opportunity employer, and all employees and applicants for employment are afforded equal opportunity in every area of hiring and employment without regard to race, color, religious creed, national origin, ancestry, sex, gender identity, age, criminal record (inquiries only), handicap (disability), mental*

*illness, retaliation, sexual harassment, sexual orientation, genetics, active military, and any other legally protected characteristic.*

*\*\*\*MCSW embraces and celebrates a spirit of inclusion and diversity, and reasonable accommodations and modifications will be made whenever possible.*