



a project of
newventurefund

Communications Director

Remote

EXECUTIVE SUMMARY

All* Above All, a project of New Venture Fund, is a catalyst for abortion justice, envisioning a world where abortion care is affordable, available, and supported for everyone who needs it. Launched in 2013 as a women of color-led effort to restore and sustain public insurance coverage of abortion, the organization changed the game a few short years later by mobilizing policymakers and the public around the harm of these bans, especially for those unable to make ends meet. After years of bold work that centers people of color working to make ends meet, All* Above All recently expanded its mission and scope beyond insurance coverage of abortion, to other abortion access issues and strategies, particularly at the intersection of racial, economic, and immigrant justice issues. All* knows that race, economic insecurity, and immigration status can multiply the already-massive barriers to abortion care, and that true abortion justice must incorporate these issues.

Throughout this transition, All*'s goal is to continue to empower a new generation to be bold and take action with All*'s uplifting approach, cross-movement work, and digital and grassroots strategies, to ensure that abortion care is available for all. As part of this expanding vision and strategy, All* is growing its staff team, currently at 13 members.

All* Above All is seeking a **Communications Director** to lead and support All* Above All's communications work, identify new opportunities, and raise the visibility of All*'s abortion justice work in the media and public narrative. The Communications Director will work closely with All*'s leadership, campaign and strategy directors, and other team members to develop and implement robust communications strategies related to abortion coverage, medication abortion care, immigrant justice, ballot initiatives, and any future campaigns, including message development, earned media, digital strategy, and brand oversight. The Communications Director will report to the Co-President and works regularly with consultants and campaign partners.

ORGANIZATIONAL OVERVIEW

All* Above All is a catalyst for abortion justice, envisioning a world where abortion care is affordable, available, and supported for everyone who needs it. Launched in 2013 as a women of color-led effort to restore and sustain public insurance coverage of abortion, the organization changed the game a few short years later by mobilizing policymakers and the public around the harm of these bans, especially for Black, Indigenous and People of Color communities working to make ends meet.

All* employs four pillars to advance abortion justice:

- As strategy accelerators, All* builds momentum and power by sharing tools, resources, and expertise with national, state, and local partners.
- As narrative shapers, All* shifts culture, narrative, and public perceptions on issues of abortion.
- As policy movers, All* moves proactive abortion policy at the local, state, and federal levels.
- As network builders, All* brings partners together to build strength within and across movements.

Together with 130 organizational partners, All* has been an accelerator for success across the country, including:

- Introduction of the EACH Act in the U.S. House and Senate.
- Collaborating with Illinois, Maine, and Oregon advocates to lift or expand insurance coverage for abortion.
- Sparking cities like Boston, Travis County, and Durham to declare their support for coverage, and others like Austin and New York City to dedicate local funds.
- Ensuring that elected officials from city halls to the White House are committed to ending coverage bans.
- Partnering with economic justice organizations like One Fair Wage to support and pass the D.C. \$15 per hour wage increase.
- Increasing public support for lifting the Hyde Amendment to an all-time high of 62%.

OPPORTUNITIES AND CHALLENGES FACING THE COMMUNICATIONS DIRECTOR

The Communications Director will serve as a strategic thought partner to All*'s staff and campaign partners, developing effective and compelling communications strategies that advance All*'s campaigns, and positioning All* as a leader and driver of abortion justice. Specifically, the Communications Director will:

Develop and implement robust communications strategies related to abortion access, abortion justice, and current and future campaigns. The Communications Director will work closely with All*'s Co-Presidents, senior management team, and campaign staff to creatively and proactively develop communications strategies, tactics, ideas and guidance in support of campaign goals. They will collaborate with All*'s staff and campaign partners to discern the challenges and opportunities where a strong communications strategy can help advance efforts. They will work to raise public visibility, engage supporters, and utilize the tools of persuasion and acquisition to support campaign goals and strategies. The Communications Director will provide technical support to state staff and partners as needed. They will liaise with campaign partners' communications staff and serve as point of contact for high-level partners as needed. They will create and manage the communications budget and collaborate with staff and the Chief of Culture and Operations to ensure financial sustainability. The Communications Director will also assess key qualitative and quantitative metrics to determine future strategies.

Leverage message development, earned media, digital strategy, and brand oversight to raise the visibility of All*'s abortion justice work in the media and public narrative. The Communications Director will bring a strong understanding of earned and paid media strategies and activities to drive media engagement with All*'s campaigns. They will oversee consultants implementing public relations strategies to drive earned

media and other tactics that raise All*'s profile as a leader and driver for abortion justice. They will oversee rapid response efforts, including message development and other media strategies. They will write or oversee the writing of op-eds, talking points and speeches, and other public-facing materials for the Co-Presidents and Directors as needed.

In addition, the Communications Director will work closely with All*'s campaign and strategy directors to ensure full integration of digital efforts with other campaign goals and strategies. They will oversee all digital staffing and activities, including email program, texting outreach, acquisition, website, and social media. They will also provide guidance on weekly social media content. The Communications Director will lead message development and work with campaigns to develop message strategies, as well as train others on messaging. They will ensure all content, materials, toolkits, statements, etc. incorporate the most up-to-date and effective messaging. They will also serve as the point person for public opinion research and oversee outside communications consultants. Finally, the Communications Director will oversee All*'s brand, ensuring that materials are consistently implemented, including fact sheets, digital content, website, and other materials.

Collaborate across teams to ensure alignment and coordination of All*'s campaigns and strategies. As a member of the Senior Management team, the Communications Director will support the Executive Team in strategic thinking and planning for the campaign as a whole, while reinforcing the culture and values of All* Above All. The Communications Director will work closely with federal strategies, state strategies, communications, and campaign staff and teams to ensure alignment and coordination of communications efforts. They will hire, supervise, and develop Communications staff and support cross-collaboration of the team to advance the goals of various campaigns. In addition, the Communications Director will manage campaign consultants as required to further programmatic vision and goals.

QUALIFICATIONS OF THE IDEAL CANDIDATE

While no one candidate will embody all the qualifications enumerated below, the ideal candidate will possess many of the following professional and personal abilities, attributes, and experiences:

- At least five to seven years' experience in communications, and experience working on advocacy campaigns or with nonprofit organizations.
- Strong writing chops, and experience creating content centered on abortion access and/or reproductive justice issues.
- A keen understanding of the most effective social media strategies and platforms, as well as proficiency with social media platforms and digital organizing tools.
- Demonstrated experience managing social media and digital staff.
- A demonstrated ability to drive media engagement on complex issues and policies. Proven and highly effective organizational and project management skills.
- A well-developed ability to multitask and shift priorities, an aptitude for working under tight deadlines, and capacity to quickly triage competing interests and make recommendations or decisions on the best course of action.
- Ability to lead in a collaborative, participatory environment, as well as work autonomously.
- A capacity to lead and guide staff with empathy, positivity, and curiosity.
- A well-developed capacity to manage in all directions and proactively seek out new strategy

opportunities.

- An understanding of and commitment to reproductive justice and ensuring access to abortion for all people
- A general view of abortion access as an economic, immigrant, and racial justice issue.
- Experience working on issues impacting Black, Indigenous, and people of color, young people, immigrants, and/or people working to make ends meet.
- Views culture shift, organizing, and movement building as key components of issue campaigns.
- Strong commitment to centering people of color and striving to be anti-racist.
- Values a shared, cross-collaborative leadership model.
- This position requires travel (up to 25%) to various cities for campaign, legislative, and team meetings, once the COVID-19 pandemic restrictions are lifted. Due to the pandemic, All* Above All staff are not traveling in 2021.

Compensation & Benefits

The salary for this position is \$100K annually. The salary listed is the final offer in consideration of the total compensation package for this position. Additionally, it reflects All*'s compensation philosophy to be equitable in employment offers and aligns with responsibilities at the Director level.

Comprehensive benefits package that includes 100% employer-paid health, dental, and vision insurance, 3% employer match on 401k contributions, pre-tax transportation benefits, and paid holidays, vacation, sick, and volunteer time off. All* Above All also offers supplemental benefits like a home office equipment bonus, professional development funds, and paid sabbatical leave.

All employees of NVF are required to complete timesheets.

Hiring Statement

All* Above All is a project of New Venture Fund (NVF), a 501(c)(3) public charity that incubates new and innovative public-interest projects and grant-making programs. NVF is committed to attracting, developing, and retaining exceptional people, and to creating a work environment that is dynamic, rewarding and enables each of us to realize our potential. NVF's work environment is safe and open to all employees and partners, respecting the full spectrum of race, color, religious creed, sex, gender identity, sexual orientation, national origin, political affiliation, ancestry, age, disability, genetic information, veteran status, and all other classifications protected by law in the locality and/or state in which you are working.

TO APPLY

More information about **All* Above All** may be found at: allaboveall.org

The search is being led by [Cara Pearsall](#) and [Yuniya Khan](#) of [NPAG](#). Due to the pace of this search, candidates are encouraged to apply as soon as possible. Candidates may submit their cover letter, outlining their interest and qualifications, along with their resume and three references via NPAG's website.

***All* Above All is an equal opportunity employer and proudly values diversity.
Candidates of all backgrounds are encouraged to apply.***