



REACH Beyond Domestic Violence is a non-profit organization providing safety and support to survivors of abuse while engaging communities to promote healthy relationships and prevent domestic violence. Our programs include 24-hour hotline services, emergency shelter, support groups, legal advocacy, specialized children's services, community-based survivor advocacy programs and community education and training.

At REACH, we believe that the way we do our work matters. The respectful, equitable relationships we work for in the world have to start with us. We do this work because we believe change is possible. We work with communities and individuals to change social norms and systems of oppression to prevent and ultimately end domestic violence.

Communications and Marketing Manager

Everyone at REACH has a positive, entrepreneurial spirit and a commitment to social justice. We are committed to building and supporting a diverse team of caring and dedicated people. We are excited to welcome a **Communications and Marketing Manager** who thrives in a fast-paced setting, is an impact driven storyteller, and genuinely enjoys working concurrently on multiple projects. We are seeking a strong writer who is able to pivot between PR, social media, web copy, event scripts, and other needs. Candidates should bring a vibrant voice along with excellent project management skills, experience with fundraising communications, understanding of social media strategy, and creative energy.

This role will be responsible for internal and external communication to uplift the work of all staff members and increase awareness of domestic violence within the MetroWest/Boston region. The ideal candidate is passionate about ending domestic and sexual violence, believes in strengths-based trauma informed work, and can create and implement a communications strategy that is reflective of REACH's voice and values.

Key Responsibilities:

- Manage the REACH Beyond Domestic Violence brand, including brand integrity and visibility across service area and training staff on brand and messaging standards.
- Serve as a primary storyteller, who will create content that represents the REACH mission, work, and values.
- Write, edit, and maintain up-to-date content featured on the REACH website, in collateral materials, and in external communication.
- Manage design process for REACH marketing materials. Work closely with an external graphic designer and oversee production and vendor relations.

- In collaboration with team members, develop and manage yearly calendar of annual appeals and publications.
- Develop copy for fundraising appeals, newsletters, videos, external engagement, and staff interviews and updates.
- Provide project management and copy/editing support to other program teams.
- Responsible for strategizing and maintaining social media accounts (Facebook, Twitter, Instagram, LinkedIn, and Vimeo) and content calendar.
- Collaborate with other program teams to create a library of stories, quotes, templates, and images that will be used in printed and digital communications and publications.
- Serve as a point of contact for media and external inquiries.
- Perform other related duties as assigned and in support of other programs.

Qualifications:

- At least 3-5 years of experience in content writing; history of mission-based storytelling for non-profits.
- Degree in Communications; Journalism; Marketing; and/or Creative Writing a plus.
- Knowledge of the dynamics of domestic and sexual violence and the impact of trauma; commitment to a social justice framework.
- Expertise in writing inspiring and informative content for a variety of audiences; experience with donor solicitation is important.
- Proficiency in Office Suite (Word, Excel, PowerPoint, Outlook) is required.
- Strong comfort using technology, including cloud-based apps and software, as well as social media platforms.
- Comfortable working independently and as part of a small and collaborative team.
- Valid driver's license and ability to travel within the REACH service area.
- Strong written communication skills which will be demonstrated by a writing sample (blog, white paper, appeal letter, etc.) as part of the application process.

Compensation:

Competitive salary commensurate with experience (annual salary range - \$65k to \$75K). Comprehensive benefits package includes health and dental coverage, retirement plan, and generous paid time off. REACH provides 25 hours of domestic violence subject area training to all staff and volunteers, as well as ongoing weekly individual and group supervision, peer-to-peer mentoring, cross-training, and opportunities for all staff to participate in in-house and outside education and trainings throughout the year.

This is a full-time position located in our Waltham office, typically with Monday-Friday daytime hours. Some evening and weekend hours will be required as needed for various events, and flexibility will be required to respond in crisis communication situations.