



Chicago Women in Trades (CWIT) is a non-profit community-based organization dedicated to increasing women's economic equity through access to high-wage, skilled trade jobs. Founded in 1981 by tradeswomen, CWIT is constituent-led with tradeswomen's organizing and leadership development central to the organization's work and successes. CWIT's direct service programs, organizing, advocacy initiatives, and technical assistance are internationally recognized as best practices to promote and ensure equity and inclusion in male-dominated blue-collar occupations. **CWIT's National Center for Women's Equity in Apprenticeship and Employment** is the leading national entity advancing policy, and offering technical assistance to increase the number of women entering and being retained in male-dominated jobs and apprenticeships in the construction, manufacturing, and transportation sectors. More info can be found at www.cwit.org and www.womensequitycenter.org.

Job Title: Director of Communications and Marketing

Position reports to: Executive Director

Position Description: This position is responsible for the development, implementation, and management of strategic plans for communication at the national and local level. This will include responsibility for engaging with print, web, social, and industry media and the design and distribution of print and virtual resources to promote CWIT's programs, mission, activities, policy recommendations, and initiatives. The position will also provide direction and supervision to program recruitment staff.

Areas of Responsibility Include:

- Develop and implement communications plans with cost-effective marketing and outreach strategies to communicate with a range of constituents through printed and electronic media.
- Ensure effective and integrated communication plans for all of CWIT programs, including direct service, local policy and the National Center.
- Lead the development and distribution of press releases, publications, videos, newsletters, social media content, and other printed materials, including annual reports.
- Guide development and vision for CWIT websites and web-based resources and engagement with stakeholder networks
- Manage overall organization branding and messaging to public.
- Develop materials for direct service outreach efforts (flyers, posters, exhibits for fairs and events, and advertising).
- Develop and manage implementation of outreach and recruitment plans.
- Work closely with the Director of Development to lead planning for fundraising events and/or individual giving campaigns.
- Provide leadership for creating and maintaining a comprehensive database.

- Write, edit, and proof materials to ensure they are accurate, maintain a consistent tone, and communicate core messages and values
- Utilize analytics and key performance indicators to measure and report on the efficacy of external communications
- Respond to inquiries and managing communication with external stakeholders, including partners, clients, and the public

Qualifications:

Competitive candidates will have:

- At least 5 years of experience with public relations and the media.
- Proven experience in planning and executing successful events.
- Demonstrated experience in developing presentations and publications.
- Demonstrated excellence in writing, editing, and proofing materials, maintaining accuracy, consistency, and effective communication
- Demonstrated proficiency in research, written and verbal communication, including targeted social media strategies and engagement
- Some knowledge of workforce development programs, equal employment opportunity initiatives, or programs supporting underserved populations
- Strong project management and problem-solving skills, efficiently handling multiple priorities with keen attention to detail
- Understanding of the intersection of racial, gender and other underrepresented populations’ struggle for equity and inclusion
- Understanding of issues relating to women’s economic security in the context of participation and success in traditionally male-dominated employment and apprenticeship
- Managing communication work for multiple programs at local, national levels
- Demonstrated ability to take initiative and to work both independently and collaboratively on multiple projects and tasks.
- Demonstrated experience and ability to prioritize multiple responsibilities and meet deadlines and deliverables with precision and accuracy.
- Commitment to and passion for CWIT’s mission of gender equity, women’s economic and social empowerment, and social justice.

Salary & Benefits

This is a full-time salary position with occasional evening and weekend hours and travel required. Salary range is \$75,000 to \$85,000 commensurate with experience. CWIT offers a competitive benefit package including: health, dental, disability and life insurance, paid sick, vacation and personal time, and contributions to a retirement plan.

Great atmosphere and work environment! Join a great team that has fun doing what they believe in!

To apply please send us:

- 1) Your resume

2) A cover letter detailing what in your background and experience qualifies you for this position using the responsibilities and qualifications sections. A complete response should include reference to all responsibilities and qualifications listed.

3) A sample of your work.

The **deadline** for receipt of applications is January 31, 2024. For more information contact Jayne Vellinga at (312)942-1444 ext. 104. **Email applications to jvellinga@cwit2.org.**

Women and people of color are strongly encouraged to apply.