



Planned Parenthood of Southern New England, Inc.

Care. No Matter What.

Brand & Communications Manager New Haven, CT

We are Planned Parenthood of Southern New England, one of the region's largest and most trusted providers of reproductive health care. We are recognized for the wide array of services we provide, the outstanding sexual health education we deliver, and our strong commitment to social justice. **Working for Planned Parenthood is more than a job; it's being a part of a powerful movement.** Together, we'll take pride in shaping the future of sexual health and reproductive rights for all people.

Position Summary: Planned Parenthood of Southern New England has an opening for a full time (37.5) Brand & Communications Manager to work from our administrative office in New Haven, CT. The Brand & Communications Manager partners with the VP of Public Relations & Marketing in all brand, public and media relations activities for PPSNE. They work to ensure the success of the PPSNE brand by overseeing market research, and the development of the various marketing strategies. They are committed to advancing racial equity in both operations and communications. They ensure content, creative, and culture strategy is positioning the Planned Parenthood brand to be relevant and impactful to a new generation of patients and supporters, especially young people, people of color, and the LGBTQ community, while collaborating with multiple internal customers and stakeholders on production of materials; and ensuring consistency of the PPSNE brand. They manage media relations and press conferences; and write and produce press materials for PPSNE, Planned Parenthood Votes! CT/RI and PP Votes! RI Political Action Committee (PAC); solicit and produce content for PPSNE publications such as newsletters, annual reports, brochures, etc.; and manage print, broadcast and advertising placement and analyze and report on the success of advertising and promotion initiatives.

Essential Functions:

- Enhances the brand; conducts initial market research for PPSNE; gathers PPSNE products and services data in relation to the market
- Collaborates closely with External Affairs teams to establish and ensure new communication campaigns and programs are aimed at reaching defined metrics and key performance indicators
- Stays on top of industry trends, shifts and competitor activity; compiles and posts monthly trend reports; and briefs key stakeholders as needed
- Ensures all internal and external signage for administrative offices and health centers meets PPSNE brand standards and PPFA trademark guidelines; works with outside vendors for creation of new signage; and manages permitting and installation of external signage with local municipalities
- Designs, writes and places feature articles and public service announcements for PPSNE and related organizations
- Writes, edits and submits all PPSNE and related organizations' press releases for approval.
- Manages PPSNE, Planned Parenthood Votes! CT/RI, and PP Votes! RI PAC's press and news conferences.
- Manages preparation and distribution of mass print and email communications to supporters, patients, donors, community partners, etc. to provide information; collect opinions or data; and/or promote PPSNE programs and services

- Manages production, design, writing and editing of all PPSNE publications including, but not limited to, internal and external newsletters, annual reports, staff updates, brochures, etc.
- Manages Visual Communications program (digital signage) in 17 health centers in CT and RI
- Serves as first-line technical support with health centers
- On-site support at various health centers, including coordinating replacement parts and installation of equipment
- Responsible for the design, writing, and editing of all PPSNE, Planned Parenthood Votes! CT/RI, and PP Votes! RI PAC advertising
- Supports efforts of the agency's diversity program to provide services that are culturally and linguistically competent and develops own awareness and knowledge of diversity matters

Qualifications:

- Bachelor's degree in the fields of public relations, marketing, journalism and/or mass communications or equivalent professional or military experience required
- Minimum of 5 years of experience and a proven record in public and media relations, graphic design and advertising/marketing
- Requires exceptional public speaking and presentation skills; experience with local media preferred
- Bilingual skills a plus, particularly Spanish, but not required
- Ability to write for various audiences, such as patients, supporters, volunteers, donors and staff
- Excellent writing, public speaking, presentation, organizational and motivational skills
- Significant experience in new media, digital platforms, and content production and distribution
- Knowledge of reproductive policy issues and organizing strategies for effective advocacy
- Knowledge of Windows based word processing and data management programs and spreadsheets
- Knowledge of Adobe Creative programs
- Strong supporter of PPSNE mission and all of the reproductive health services offered
- Evening and weekend hours at times are required
- Requires driving to and from workshops, meetings and vendor locations within a 50 to 250-mile radius from PPSNE's administrative office in New Haven, CT

PPSNE is an equal employment opportunity employer and does not discriminate against any employee or applicant for employment on the basis of race, color, religion, sex, national origin, age, disability, veteran status, marital status, sexual orientation, gender identity, or any other characteristic protected by applicable law. **We are committed to building an inclusive workplace that values diversity and inclusion and reflects the diversity of our communities and patients. We strongly encourage people of color and members of the LGBTQ community to apply.**

PPSNE offers a comprehensive benefit package which includes; Health, dental and vision insurance, retirement savings, tuition reimbursement, generous paid time off, a flexible spending account, wellness program and more.

Please send a recent writing sample, cover letter and a resume to:

Email: hr@ppsne.org

Fax: 1-866-948-1518

Web: www.ppsne.org/jobs