



Narrative Director

Seniority Level: Director

Industry: Non-profit Organization, Immigrant Rights

Employment Type: Full-Time, Exempt

Exempt Employment Location: Remote, with ability to travel to the Philadelphia office

ABOUT US:

The Pennsylvania Immigration & Citizenship Coalition (PICC) is a diverse coalition of member organizations that spans across Pennsylvania. Our membership includes community groups, social, health, and legal service providers, advocacy organizations, labor unions, and faith communities. PICC plays a unique role as the only statewide coalition in Pennsylvania that brings together organizations and individuals representing different ethnicities, immigration statuses, faiths, and other backgrounds to work collectively on immigrant rights in Pennsylvania.

WHO YOU ARE:

The Narrative Director will lead the work of developing and implementing narrative strategies for the organization and the coalition's shared campaigns. They will manage the organization's internal and external communication channels, develop compelling media, and provide guidance to the team regarding messaging, branding, and positioning. Additionally, they will coordinate a narrative cohort of PICC members to co-create and execute a statewide media narrative change strategy and provide technical assistance and training to PICC members upon request.

The ideal candidate has a strong background in narrative, communication, media, or public relations. The Narrative Director will work within the Campaigns Department and serve as a member of PICC's senior leadership team which shapes strategic thinking for the organization, including fundraising, communications, and planning. This position reports directly to the Executive Director.

Key Responsibilities:

- Work closely with the Executive Director and the senior leadership team to ensure that the organization is serving its mission, achieving organizational goals, and maintaining a healthy culture.
- Establish and facilitate a narrative cohort of PICC members; co-create and execute a statewide media narrative strategy with the cohort
- Develop narrative strategies and timelines that support the sustainability of the organization, support advocacy campaigns and highlight member organizations.
- Provide technical support and training to PICC members
- Collaborate with other PICC team members executing narrative strategies for coalition campaigns
- Manage the newsletter to supporters and the organization's website, create graphics and video content for social media channels, draft press advisories and releases, create and publish annual reports.
- Design and maintain strong systems, tools, and records of engagement data, capacity training, and press coverage.

- Maintain and strengthen relationships with journalists and editorial boards
- Manage projects with attention to detail, deadlines, and advocacy strategy in consultation with the senior leadership team surrounding organizational priorities;
- Support organization-wide events and activities, including direct actions, press conferences, rallies, lobby days, and other events as needed;
- Represent PIC in key partnerships and coalitions
- Effectively supervise interns and/or staff and maintain confidentiality, discretion, and professionalism.

Required Qualifications:

- Demonstrated commitment to racial and gender equity and record of success working with communities of color, women, low-income people, LGBTQIA individuals, and other historically marginalized communities;
- Strong belief in the mission of the organization and commitment to advancing racial equity and immigrant rights;
- A minimum of 8 years experience in a communications position with a proven track record of creating and executing effective communication strategies
- Excellent oral and written communications skills, including editing, and proofreading skills;
- Experience with media relations and acting as a spokesperson
- Strong graphic design skills
- Ability to reliably track and report on project outcomes;
- Strong interpersonal communication skills, with an emphasis on working collaboratively on team projects and clearly setting expectations and roles; working well with others under pressure, and creatively adapting strategies and tactics as needed;
- Demonstrate a flexible and team-oriented approach to problem solving;
- Skilled at multitasking and honoring multiple priorities in a timely manner;
- Strong technology skills with an aptitude to learn quickly to ramp up on new platforms or technology: Excel, Google applications, PowerBase, Asana, or other similar database or project management tools;
- A minimum of 3 years experience as a supervisor; including experience effectively supervising interns and/or staff, and maintaining confidentiality, discretion, and professionalism;
- Willingness to: travel in Pennsylvania as deemed necessary; Occasionally work evenings and weekends to accommodate community leaders' schedules or attend key community events; Travel to regional and national convening events held outside of Pennsylvania (e.g., Washington, D.C.).

Ideal Qualifications:

- Understanding of community organizing, coalition dynamics, or issue-based advocacy campaigns a plus but not required;
- Fluency in a language other than English, reflective of Pennsylvania's immigrant communities, is a plus but not required;
- Experience working in multilingual spaces is a plus but not required.

What we offer:

- The starting salary for this position is \$78,000. PICC prides itself on having an equitable, transparent, and values-based pay scale for all its employees and strives to maintain a

- process to ensure pay equity at all levels of the organization.
- Competitive benefits package, which includes full medical coverage, 5% employer match, 401k match, individual wellness fund, paid vacation, mental health days, sick leave, 9 US holidays, 3 floating holidays, parental leave, and rejuvenation leave after 4 years of employment.

Persons of color and people from immigrant backgrounds are strongly encouraged to apply. This position is based in Pennsylvania and will require some travel statewide. This is a full-time position with occasional weekend and evening hours.

How to Apply:

Please submit a resume with a short introductory letter to jobs@paimmigrant.org with the subject line "Communications Director":

All applications will be acknowledged with an initial automatic response, but only complete applications will be reviewed. **Applications will be reviewed on a rolling basis until the position is filled.**

The Pennsylvania Immigration & Citizenship Coalition is an equal opportunity employer. Candidates for employment will be considered without regard to race or ethnicity, gender, age, national origin, marital status, disability, or sexual orientation. As part of this commitment, we have adopted a Ban the Box policy to ensure fair and inclusive hiring practices.