



633 Pennsylvania Avenue NW, Washington, DC 20004 • ncnw.org • ncnwhq@ncnw.org

Chief Public Affairs & Marketing Officer Position Description

Reports to: President & CEO

Supervises: Public Affairs & Marketing team

FLSA Status: Exempt

The National Council of Negro Women is an “organization of organizations” (comprised of 300 campus and community-based sections and 32 national women’s organizations) that enlightens, inspires, and connects more than 2,000,000 women and men. Its mission is to lead, advocate for, and empower women of African descent, their families, and communities.

Position Summary: The Chief Public Affairs & Marketing Officer is a crucial member of the executive leadership team and is responsible for driving the strategic narrative of NCNW to further impact. Ensures organizational communications are consistently promoting or educating key audiences on priority issues and messaging in traditional and new media– including web, social media, and direct communication channels. Based on NCNW priorities and leveraging media relationships, oversee development and pitching of media stories.

This position reports to the CEO, sits on the Executive Leadership Team, and supervises public affairs team members and consultants.

Essential Job Functions

Leadership and Management:

- Attract, develop, motivate, and retain an outstanding, diverse, high-performing group of communications professionals through effective leadership, recruitment, training, development, and succession planning.
- Through skills and needs assessments, create an environment that encourages creativity and collaboration.
- Ensure that messaging upholds the NCNW’s core values and its commitment to Education, Social Justice, Health Equity and Entrepreneurship.
- Part of the NCNW's executive leadership team and assist with organizational development, mentorship, and strategic planning.



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Research and Policy Engagement Responsibilities:

- Conduct a well-developed and innovative research and policy engagement agenda in NCNW's fields of interest, building a reputation as a recognized expert in the research and policy communities.
- Create and execute a long-term, forward-looking communications strategy that aligns with and helps drive the overall organizational strategy of NCNW.
- This strategy must incorporate our sections and both internal and external audiences, as well as digital integration and sophisticated use of data and analytics.
- Lead the communications strategy for all NCNW initiatives, integrating messaging across all channels and creating momentum for the efforts through relevant and innovative outreach.
- Create opportunities to demonstrate the value of communications in supporting NCNW-wide initiatives.
- Consistently demonstrate strength in directing proactive and reactive communications efforts, nimbly leveraging all of organization's owned, paid, social and earned media platforms.
- Required to manage communications that fall in four primary areas: Public Affairs, Media Relations, Storytelling and Content Creation and Member Communications.
- Overseeing development of the latest talking points, backgrounders and other tools needed to support NCNW's work.
- Maintain an active network of contacts amongst allied organizations in order to develop mutually beneficial media and public affairs opportunities, as well as to ensure coordinated response if necessary.
- Develop and foster relationships with national, trade and key local reporters that cover NCNW related issues in the press.

Experience and Qualifications:

- Minimum of 10 years of experience in the public, private, non-profit, or academic sectors.
- Minimum of 10 years in a management or supervisory role, leading, coaching, and mentoring staff, with experience demonstrating increasing responsibilities to the senior/executive management level.
- Respected expert with substantial knowledge and network related to social justice issues.
- Experience in building and maintaining partnerships with organizations, universities, and/or multilateral institutions.
- Outstanding interpersonal skills; ability to develop and manage productive relationships at all levels, establish trust and respond to members, partners, donors and board of directors and other colleagues in a thoughtful and helpful manner.

To apply- Please email at Jobs@ncnw.org with your resume and cover letter for consideration.