



United to end sexual abuse,
assault, and harassment.

POSITION ANNOUNCEMENT

Communications Director

Job Title: Communications Director
Department: PCAR Communication
Reports To: COO, PCAR
FLSA Status: Full Time, Exempt
Work Hours: Primarily Business Hours
Location: Hybrid
Travel Expectations: Occasional travel required
Salary: \$72,000-76,250

Position Summary

The Pennsylvania Coalition to Advance Respect (PCAR) is the state division of Respect Together. The PCAR Communications Director works closely with the Respect Together Leadership team, to position the organization in a key leadership role on behalf of the sexual violence prevention movement in the Commonwealth. The Communications Director is responsible for promoting Respect Together's goals and objectives through strategic messaging, outreach, and marketing. The Communications Director manages a department that produces publications, the statewide SAAM campaign, online content, and effective media messaging using a variety of platforms and strategies. The Director also oversees events and training registrations.

This position coordinates with other staff to ensure that the organization's voice is consistent, on message, high-quality, and in keeping with branding and standards for publications, online tools, and accessibility. This position also oversees Coalition's online initiatives including pcar.org and safesecurekids.org websites and social networking initiatives. PCAR's communications team builds capacity internally and externally to proactively engage media and positively influence and frame conversations about sexual violence and its prevention. This position is a member of the Respect Together Management Team.

Job Responsibilities

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

Leadership and Planning

- Supervise and develop the PCAR's Communications Team (four members in total).
- Coordinate activities with NSVRC's Communications Team and work collaboratively on joint projects.
- Coordinate messaging, media, and public relations with Coalition Management team.
- Coordinate policy-related messages and activities with the Public Policy Director and Communications and Policy Specialist.
- Work with Respect Together's CEO to develop fundraising materials.
- Work with the Public Policy Director to develop policy-related resources and messaging.
- Assists staff in responding to technical assistance requests related to media, framing, statistics, controversial issues, current events, and other communications-related topics.
- Provides support and guidance about messaging to PCAR centers to aid in response to time-sensitive current events.
- Helps to lead our messaging training to centers and allies.
- Coordinates efforts with City Answering to ensure survivors receive the help and support they need through our hotline services.
- Participate in agency strategic planning processes.
- Actively participate in agency-wide Management Team and Supervisors meetings.
- Participate in the planning and coordination of special events including national conferences, press conferences, and other events.

Media

- Work with the management and communication teams to create and implement strategies for including core messages in media opportunities.
- Help to maintain and build media connections with Respect Together and key media representatives and partners.
- Assist staff in responding to technical assistance requests related to media, framing, statistics, controversial issues, current events, and other communications-related topics.
- Prepare and schedule Press Releases.

Branding and Promotion

- Increase the visibility and credibility of Respect Together, especially in areas of communications, messaging, policy, and prevention.
- Enhance the visibility and effectiveness of Pennsylvania's Sexual Assault Awareness Month campaign and development campaigns.
- Ensure compliance with Respect Together's branding guidelines, including style, logo, colors, design, quality, consistency of messaging, and appropriateness of photographs and images.
- Develop marketing materials about Respect Together and its services, including strategic use of social networking opportunities.

Online Activities

- Ensure all resources are 508 compliant and adhere to accessibility guidelines for print, video, audio, and electronic media.
- Coordinate and oversee coverage of Respect Together's social networking platforms including Facebook, Twitter, LinkedIn, and YouTube.
- Participate in the planning and development of website structure.
- Assist in the content development, design, and maintenance of web pages.

Publications

- Oversee the planning and production of print and online publications including designing, writing, and editing.
- Develop articles, editorials, press releases, position statements, talking points, and critical analyses on specific themes for key constituency groups, such as state and territory sexual assault coalitions; and provide technical assistance to partners in the field who are doing the same.
- Develop and monitor quality control standards and procedures for original, printed, and copied materials, and identify/facilitate systems to maintain those standards.
- Ensure clear communication with external consultants and vendors, such as printers, media-related partners, and campaign consultants; and ensure competitive pricing.
- Assist with the design, writing, and production of reports to funders, Board of Directors, and others as requested.

General

- Attend and/or participate in national conferences, workshops, meetings and focus groups.
- Participate in staff meetings and in-service trainings and perform other duties as assigned by management.

Supervisory Responsibilities

Directly supervise 4-6 positions. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

Minimum of a Bachelor's degree (B. A.) in Communications, Journalism, Public Relations or similar area from a four-year college or university plus five years' related experience and/or training in communications. This position requires research abilities, a sound understanding of statistics and social science methodology, excellent writing and editing skills, and the ability to be a positive leader and to manage multiple tasks and projects. Other skills and experience that are desirable, but not required, include

graphic design, supervision, Spanish language, and/or experience with a sexual violence prevention or related program.

Language Skills

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to author reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

Mathematical Skills

The employee should have basic math skills that involve making calculations of amounts, sizes, or other measurements. Core concepts like addition, subtraction, multiplication, and division. Ability to interpret graphs.

Reasoning Ability

Ability to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

Requirements

1. Ability to effectively manage multiple priorities and projects simultaneously and ability to meet strict deadlines. Ability to identify and respond to shifting priorities.
2. Must be a self-starter who can work within a team and fast-paced environment and handle various tasks with multiple deadlines. Must be very detail-oriented and work with minimal supervision.
3. Excellent oral and written communication skills. Must possess excellent project management, organizational, and negotiation skills. Excellent customer service skills.
4. Demonstrated sensitivity and ability to collaboratively work with individuals and groups from diverse populations and organizations. Ability to maintain a cooperative and professional demeanor with rape crisis centers, coalitions, agency staff/board, council members, vendors, consultants, allied professionals, and the general public. Must be able to foster positive working relationships with people and create an accessible environment.
5. Must have proficiency with the technology necessary for the functions of the position, including Microsoft Office Suite, particularly Word, and Excel.
6. Accept and abide by the mission and core values of Respect Together.
7. Must complete a Pennsylvania rape crisis center sexual assault victim counselor training, within the first year of employment.

Certificates, Licenses, Registrations

Must possess a valid Pennsylvania driver's license, insurance, and reliable vehicle.

Physical Demands

The physical demands described here are representative of those that must be met

by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee will have sedentary work that primarily involves an individual remaining in a stationary position. The employee may occasionally be required to move/transport objects up to 10 pounds. The person in this position needs to occasionally move about and may need to stoop, kneel, crouch or crawl. Specific vision abilities required by this job include close vision, distance vision and ability to adjust focus.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

Hybrid in Pennsylvania:

This is currently a hybrid position, requiring a minimum of two days per week in the office. In order to work remotely, you must have a securely configured high-speed internet connection and work from an approved location inside Pennsylvania. Multi-Factor Authenticator is required. If you are unable to work remotely, you will have the option to report to the headquarters office in Harrisburg.

Other Duties As Required

The statements contained herein describe the scope of the responsibility and essential functions of this position but should not be considered to be an all-inclusive listing of work requirements. Individuals may perform other duties as assigned including but not limited to work in other areas to cover absences or relief to equalize peak work periods or otherwise balance the workload.

To Apply

Respect Together offers a competitive salary and benefits package. Qualified candidates are encouraged to apply online at www.pcar.org by **July 18, 2025**.

Who We Are

Founded in 1975, Respect Together unites all elements of our work under one name with a continued commitment to our long-standing mission of preventing and ending sexual abuse, assault, and harassment. Respect Together's main divisions are the National Sexual Violence Resource Center (NSVRC) and the Pennsylvania Coalition to Advance Respect (PCAR). Collectively, we are working together to create a culture in the United States – and beyond – that values and upholds all people being treated with respect and free from all forms of sexual violence and oppression.

NSVRC:

- Identifies, develops, and disseminates resources regarding all aspects of sexual violence prevention and intervention.
- NSVRC is the leading nonprofit in providing information and tools to prevent and respond to sexual violence.
- Translates research and trends into best practices that help individuals, communities and service providers achieve real and lasting change.
- Works with the media to promote informed reporting.

PCAR:

- Partners with a network of rape crisis programs to bring help, hope, and healing around issues of sexual violence to the Commonwealth of Pennsylvania.
- Assures that communities have access to quality victim services and prevention education by providing funding, training, materials, and assistance to a network of rape crisis centers that serve all of Pennsylvania's 67 counties.
- Provides resources and training on sexual assault-related issues to professionals across PA.
- Promotes public policies that provide protections and services to victims of sexual violence, hold offenders accountable, enhances community safety, and works with media to increase public awareness, access to accurate information, and ethical reporting practices.

Mission Statement

Respect Together, through our divisions in the National Sexual Violence Resource Center and the Pennsylvania Coalition to Advance Respect, will create lasting change by mobilizing advocates, service providers, leaders, and communities to support survivors, advance victims' rights, and prevent sexual abuse, assault, and harassment.

Equal Employment Opportunity Commission

Respect Together provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics.