

POSITION ANNOUNCEMENT

Communications & Content Specialist

Job Title: Communications & Content Specialist

Department: PCAR Communications Department

Reports To: PCAR Communications Director

FLSA Status: Full-time, Exempt

Work Hours: Weekdays – occasional evening hours required

Travel Expectations: Occasional travel required

Schedule Type: Hybrid, must be based in Pennsylvania

Salary Range: \$50,000 - \$55,286 annually depending upon qualifications.

Position Summary

The Communications and Content Specialist supports the PCAR Communications Department in advancing Respect Together's mission through clear, accessible, survivor-centered communications.

This position is responsible for day-to-day content development, digital communications, graphic and interactive design, campaign implementation, publication support, and communications coordination. The Specialist creates and adapts content for multiple audiences and platforms, helps maintain digital channels, and works with staff and rape crisis centers to strengthen public understanding of sexual violence prevention and survivor services.

This is an on-site position with hybrid work schedule requiring 2 days in our Harrisburg, PA office per week.

Essential Duties and Responsibilities

Content Development and Publications

- Draft, edit, proofread, and format content for newsletters, email campaigns, webpages, reports, fact sheets, toolkits, brochures, presentations, talking points, and other organizational materials.
- Support the development and production of annual reports, newsletters, legislative materials, and other recurring publications.
- Translate complex research, and policy information into clear, accessible content for public and professional audiences.
- Apply brand, editorial, accessibility, and survivor-centered communication standards across deliverables.

Digital Communications and Storytelling

- Create, schedule, publish, and monitor content across social media platforms.
- Develop graphics, short-form videos/reels, basic animations, and other multimedia content for digital campaigns.
- Manage content within email marketing and social media scheduling.
- Collect and organize stories, photos, quotes, and impact information, following established consent and privacy practices.

Campaigns, Public Relations, and Advocacy support

- Assist with statewide public awareness, prevention, fundraising, and advocacy campaigns, including campaign planning, production, distribution, and follow-up.
- Support communications for Sexual Assault Awareness Month, Denim Week, conferences, special events, budget advocacy, and other organizational priorities.
- Draft routine press materials, media pitches, talking points, and social media copy under the direction of the PCAR Communications Director
- Maintain media lists, track press coverage, and organize campaigns and media assets.
- Assist with communications materials related to PCAR's legislative agenda while coordinating with Public Policy staff.

Planning, Coordination, and Evaluation

- Assist with PASAC Public Policy Committee meetings.
- Assist with preparation for public policy meetings, hearings, briefings, advocacy events, and other public policy activities.
- Assist with tracking and maintaining information, calendars, and other resources related to PCAR's legislative and public policy activities.
- Support communications and follow-up with rape crisis centers, coalition partners, and other stakeholders regarding legislative and public policy priorities.

Supervisory Responsibilities

There are no supervisory responsibilities associated with this position.

Qualifications

An individual must be able to perform each essential duty satisfactorily. The requirements below represent the knowledge, skills, and abilities needed. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

Education and Experience

Bachelor's degree in communications, public relations, marketing, digital media, graphic design, or a related field, or an equivalent combination of education and experience. Two or more years of communications, content development, marketing, public relations, or related experience is required. Nonprofit, advocacy, public health, or social justice communications experience is helpful.

Language Skills

Excellent writing, editing, proofreading, and verbal communication skills. Ability to interpret research, professional publications, technical information, and governmental or organizational materials; adapt content for different audiences and platforms; and present information clearly to co-workers, rape crisis centers, allied professionals, vendors, members of the media, and the public.

Mathematical Skills

Basic mathematical skills, including calculating amounts, percentages, rates, and other measurements. Ability to interpret graphs, tables, and communications performance data.

Reasoning Ability

Ability to organize information, exercise sound judgment, solve routine problems, follow written and oral direction, and adjust work in response to changing priorities, deadlines, and communications needs.

Requirements

- Ability to communicate about sexual violence, trauma, prevention, and survivor services with care, accuracy, and respect.
- Demonstrated proficiency in Adobe Creative Cloud, including Adobe Photoshop, Illustrator, Premiere Pro, After Effects, and InDesign
- Ability to manage multiple priorities and projects, meet deadlines, maintain accuracy, and respond constructively to shifting needs.
- Strong attention to detail, organization, follow-through, and project coordination skills.
- Ability to work independently and collaboratively in a fast-paced environment and to seek direction when needed.
- Demonstrated ability to create clear, engaging content for social media, websites, email, print, and other digital platforms.
- Working knowledge of graphic design and multimedia content production.
- Experience with content management systems such as WordPress; email marketing and social media scheduling platforms; analytics tools; and Microsoft Office, particularly Word, PowerPoint, and Excel.
- Photo and video editing skills.
- Knowledge of accessibility, plain-language, and inclusive communications practices is preferred.

- Demonstrated sensitivity and ability to work collaboratively with people from diverse backgrounds and organizations. Ability to foster positive working relationships and help create an accessible environment.
- Ability to maintain confidentiality and follow consent, privacy, and ethical storytelling practices.
- Accept and abide by the mission and core values of Respect Together.
- Complete Pennsylvania rape crisis center sexual assault victim counselor training within the first year of employment.

Portfolio Requirements

Applicants must submit a portfolio demonstrating their graphic design, multimedia production, content development, and creative storytelling skills. Portfolios may include professional, freelance, volunteer, academic, or self-directed creative projects. Real-world examples are strongly encouraged.

The portfolio should include:

- At least one Photoshop project, such as a social media graphic, digital advertisement, campaign visual, photo composite, or promotional piece.
- At least one Illustrator project, such as an infographic, illustration, icon set, logo, data visualization, or vector-based design.
- At least one Premiere Pro project, such as a social media video, interview, event recap, public service announcement, promotional video, or reel.
- At least one After Effects project, such as animated text, motion graphics, a video introduction, logo animation, or other animated content.
- At least one InDesign project, such as a brochure, newsletter, flyer, program, fact sheet, or print publication.
- Additional creative work that demonstrates originality, visual judgment, storytelling ability, and an understanding of different audiences and platforms.

One project may demonstrate proficiency in multiple programs.

For each portfolio item, applicants should briefly identify:

- The purpose of the project
- The intended audience
- Their individual role and responsibilities
- The software used
- Whether the project was completed independently or as part of a team

Portfolio materials may be submitted through a website, digital portfolio, PDF, or accessible viewing links.

Writing Sample Requirements

Applicants must submit two to three writing samples demonstrating their ability to produce clear, engaging, accurate, and audience-appropriate communications.

Writing samples may include:

- A press release or media advisory
- A media pitch
- A newsletter article or organizational email
- Website or blog content
- Social media campaign copy
- A fact sheet, toolkit, brochure, or educational resource
- Advocacy messaging, talking points, or a call to action
- A campaign concept with sample messaging

At least one writing sample should demonstrate the applicant's ability to explain a complex or sensitive issue clearly and respectfully. Writing samples may come from professional, freelance, volunteer, academic, or personal projects. Applicants may redact confidential, proprietary, or identifying information.

Physical Demands

The physical demands described are representative of those an employee may encounter while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. This position involves sedentary work that primarily requires remaining in a stationary position. The employee may occasionally move or transport objects weighing up to 20 pounds.

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.

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.respecttogether.org by

September 30, 2026.

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.