

Job Announcement: Director of Communications

Convergence Center for Policy Resolution (Convergence), the leading nonprofit organization solving national issues through bridging divides and managing collaborative dialogues, seeks a creative, strategic, detail-oriented, and passionate communications leader to join our team as Director of Communications. Building on over a decade of work, Convergence is growing its team, expanding its reach and impact, and attracting new audiences. The Director of Communications will lead the Communications Team and develop a communications strategy that can contribute to a national pivot away from toxic polarization and towards the normalization of building consensus-based solutions to solve the nation's most critical challenges.

Position Responsibilities

Convergence's Communications Team, which the Director will lead, is directly responsible for all organizational and program-specific communications, including marketing, branding, media relations (earned and paid), digital strategy, segmented audience engagement, and list expansion. Expected results will include significant expansion of public awareness and the public profile of Convergence, enhanced key audiences' perception of Convergence's brand-identity, critical relevance/importance in the moment, excellence, record of impact, base of support, entrepreneurship, and responsiveness to America's cascading crises.

The Director of Communications will provide strategic direction on all communications, and ensure communications tasks are consistently executed with high quality, timeliness, and appropriate internal collaboration. The ideal candidate will be entrepreneurial in mindset and leadership style, capable of aligning Convergence's strategic communications to support our growth strategy, nimble and agile in response to competing priorities and the changing external environment, and effective in developing audience engagement and thought leadership strategies for building communities around Convergence's work.

Specific responsibilities include:

- **Communications strategy:** Refine as needed and execute our holistic organizational communication strategy that reflects top-line goals for building awareness, brand-identity and audience growth; includes earned media, paid media, digital/social media, list management and communications channel development.
- **Content generation and audience engagement:** Identify target audiences—including key stakeholders in philanthropy, advocacy, media, academia, and the private sector—for projects, events, and publications. Develop audience segmentation strategy for attracting and growing target audiences and keeping them engaged in the organization's work.
- **Digital Expansion:** Oversee website redesign in 2022; significantly increase Convergence's social media presence on LinkedIn, Facebook, Twitter, and Instagram.
- **Media relations:** Develop and implement effective media relations strategies and tactics for positioning Convergence and Convergence Dialogues.
- **Message development:** Oversee work with external consulting firm to strengthen Convergence's brand-identity, developing messages, talking points, and story narratives that drive Convergence's value and positioning, including guiding effective quantitative and qualitative message research.

- **Oversee a robust editorial calendar:** With the communications and executive teams, write/edit, design, publish/produce and distribute blogs, newsletters, mass emails, social networking posts, videos, blog articles, one-pagers, podcasts, briefings, speeches, opinion pieces, press releases, statements, and other materials in a fast-paced environment under tight deadlines. Requires the ability to distill complex information into manageable pieces.
- **Team and resource management:** Serve as a thoughtful leader, manager, mentor, and supporter to a team of 3FTEs; maintain and oversee web properties and social networking platforms; procure and ensure high-quality results from external consultants. Engage with executive team and program directors to develop strategies to support organizational goals.
- **Thought leadership:** Help shape the public conversation about collaborative problem-solving and the issues Convergence is addressing, reaching new audiences, and including use of executive voices.

Key Qualifications

Communications

- 10+ years of experience with exceptional strategic communications skills.
- Exceptional writing and public speaking skills.
- Demonstrated record of success in advancing organizational goals and messages by communicating effectively and strategically in traditional and digital media.
- Demonstrated ability to cultivate and increase numbers of organizational stakeholders through both traditional and digital platforms.
- Demonstrated ability to communicate effectively with multiple audiences across divides of perspectives and life-experience.
- Significant knowledge and experience marketing content across the rapidly evolving media landscape, including traditional, digital, and social.
- Demonstrated ability to expand an organization's communications footprint.
- Superb interpersonal skills with an impressive history of forging strong and positive relationships with colleagues and stakeholders.
- Understanding of various communications tools that will be in use by the team, including WordPress, Mailchimp, Salesforce Pardot, social media platforms, Hootsuite, video editing software, Canva and/or Adobe Creative Suite, and Google Analytics.

Organizational Leadership

- Successful track record of managing, coaching, and developing high-performing teams.
- Strong commitment to and interest in the collaborative problem-solving movement.
- Ability to lead, model, and embed equity, diversity, and inclusion principles in their work and across the organization.
- Sound political judgement and sensitivity, including the ability to balance giving voice to our projects while maintaining the neutrality Convergence requires to preserve its credibility as a convener.
- Highly organized and detail-oriented, able to balance long-term goals and day-to-day demands, and capable of handling multiple projects simultaneously in a high-volume, fast-paced environment.
- Bachelor's degree (or equivalent experience) required; Master's Degree preferred.

Position Details:

- Salary depends on experience, with a target range of \$120,000-\$150,000.
- This position will report to Convergence’s CEO and will manage a team of 3 full-time staff.
- Convergence offers a full benefits package (including health insurance and retirement) and generous paid leave.
- The majority of Convergence staff are concentrated in two hubs - one around Washington, DC and the other in the San Francisco Bay Area. All staff are working remotely for the time being with hybrid office/remote workspace possible in the future.
- Candidates are welcomed regardless of location. Some travel to/between workplace hubs required.

About Convergence:

Founded in 2009, Convergence is a 501(c)3 nonprofit organization that convenes people and groups with divergent views to build trust, identify solutions, and form alliances for action on critical national issues. We achieve this through structured, facilitated dialogue and long-term relationship building. Through proactive, nonpartisan engagement of influential individuals and organizations, we create new pathways that move our country and society forward. Our work demonstrates that trust, civility, and compromise can shift the focus from winning the debate to collectively seeking solutions. Current dialogues are focused on guns & suicide prevention, recovery for America’s workers, digital disinformation, care for older adults, and modernizing the civil service. For more information about Convergence, visit: www.convergencepolicy.org.

To Apply:

Please email your application to jobs@convergencepolicy.org with “Communications Director” in the subject line. Applications should include: (1) a resume, (2) a tailored cover letter describing your relevant experience and specific interest in this position, and (3) a writing sample. Please indicate where you saw the job announcement in the body of your email. Position available immediately. Applications will be reviewed on a rolling basis. No phone calls please.

Convergence values a diverse workplace and strongly encourages women, people of color, LGBTQ+ individuals, people with disabilities, members of ethnic minorities, foreign-born residents, and veterans to apply. Convergence is an equal opportunity employer. Hiring decisions are made without consideration of race, color, creed, sex, sexual orientation, gender identity or expression, age, religion, national origin, citizenship status, disability, ancestry, marital status, veteran status, medical condition or any protected category prohibited by local, state or federal laws.