



Lawyering for
Reproductive
Justice

ifwhenhow.org

Job Title: Public Education Communications Manager

Reports to: Communications Director

FLSA Status: Full Time Exempt

Prepared: August 2025

Fully remote; must be located in the U.S.

If/When/How: Lawyering for Reproductive Justice is a legal services and advocacy organization that represents people in crisis, reshapes the law, and builds a network of lawyers working for reproductive justice. If/When/How works to change the law so that everyone has the power to determine *if, when, and how* to define, create, and sustain their families with dignity, and to actualize sexual and reproductive wellbeing on their own terms.

POSITION SUMMARY:

If/When/How seeks a values-aligned and experienced **Public Education Communications Manager** who will help advance the organization's public education strategies. The Public Education Communications Manager will play a key role in bringing cohesive messaging and branding to all public education materials, manage our org-wide training schedule and ensure that it aligns with our campaign work, design useful leave-behinds, and manage promotion and advertising of public education events and training. We seek a seasoned professional who has successfully created public education collateral, managed training calendars, and ensured messaging and branding consistency. The Public Education Communications Manager will lead monthly training team meetings that are collaborative across the organization. This position will add capacity to our overall communications strategy, supporting the communications team with content creation as needed.

COMPENSATION: \$85,000 - \$90,000, depending on experience

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Lead cross-program public education working group:

- Facilitate collaboration, consistency, and cohesion across the organization's public education programming by leading a cross-program public education working group
- Draft monthly agenda, collecting agenda items from public education working group members and reporting updates in materials and messaging to program directors

and the organization as needed

- Ensure decisions about organizational public education are considered and approved by the right department(s)
- Manage the training tracking tool to ensure that data entry is consistent and can track the reach and impact of our public education
- Act as a liaison to the Development team with public education data

Ensure branding and messaging consistency in public education materials

- Manage the organizational public education calendar, ensuring trainings are in line with campaigns, overall communications calendar, and programmatic needs and audiences
- Collaborate with communications team and program directors to ensure trainings and public education materials use consistent messaging about programs and main messaging
- Manage and create public education assets and materials, including one-pagers and leave behinds
- Create and maintain a library of slides for our direct services, programs, and critical issues for all organizational training
- Review training and event slides for branding and messaging consistency

Marketing

- Increase understanding of our programmatic work and critical issues with movement partners, family defense and criminal defense lawyers, and the general public by the reach of our public education
- Ensure our public education and trainings are reaching the right people, by researching audiences, and keeping abreast of criminal defense and family defense trainings
- Collaborate with digital communications to effectively market upcoming trainings

Other Duties

- Develop content and design for other communications collateral on an as-needed basis
- Participate in staff meetings, department meetings, trainings, and retreats
- Collaborate across communications team to flag opportunities for public education materials to be packaged for media, social, and movement partners

EDUCATION AND EXPERIENCE:

- No minimum education requirements
- Minimum 5-7 years of public engagement, public education and communications experience, ideally in a nonprofit setting
- Proficiency in graphic and digital design for education materials required
- Experience with communications best practices in public education and training is required
- Familiarity with criminal defense, crisis communications, and attorney client privilege a plus.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Commitment to social justice and racial justice/anti-racist principles
- Familiarity with reproductive health, rights, and justice issues and frameworks
- Highly organized and proven project management capabilities
- Fluent in spoken and written English
- Adept writer and skilled communicator
- Passion for news and current events
- Ability to thrive in a remote workplace and willingness to build relationships virtually
- Demonstrated creativity and strategic thinking in a range of communications projects
- Flexible and adaptive to the changing needs of a dynamic, small team
- Collaborative team player with the ability to give and receive constructive feedback
- Demonstrated good judgment with the ability to prioritize, make decisions, predict outcomes and problem solve

ORGANIZATIONAL RELATIONSHIPS: Reports to the Communications Director and works closely with the communications staff and cross-program public education team. Collaborates with the Senior Training & Events Coordinator and other staff as needed.

WORK ENVIRONMENT: If/When/How maintains a virtual office and supports remote working and flexible workdays, including a 4-day work week. Reimbursements for home office equipment and supplies are available. Occasionally, employees may be expected to be available during off-hours and/or to attend events (e.g., conferences, staff retreats) on nights or weekends. Please note that this role requires the employee to be located within the United States and able to work in the United States. At this time, we are unable to consider applicants residing outside of the U. S. and/or lacking the credentials to work in the U.S.

PHYSICAL DEMANDS: Most work will be done on a computer (although attending conferences may require transporting materials and the ability to carry 10 lbs). Requires typing and participating in meetings (live and virtual). Reasonable accommodations will be made to enable individuals with disabilities to perform these and other essential functions.

TRAVEL: Quarterly travel within the continental U.S. may be required. Additional travel will be required to support teamwork and attend staff retreats, conferences, and professional development opportunities.

BENEFITS: If/When/How provides a generous benefits package consisting of fully paid insurance coverage for health, vision, dental, life, and disability; flexible spending accounts (FSA) for health, dependent care, and transportation; retirement plan; sick leave, vacation (starting at 15 days a year, upfront), and holidays; plus, a one-week office closure in December. Employees also receive generous professional development stipends and paid

membership to professional associations.

START DATE: End of January 2025

HOW TO APPLY: Applications will be accepted **until 5:00 pm ET on November 15, 2024.** Interviews may begin sooner than the deadline, but we will consider all applications submitted by the deadline.

Send the following documents in PDF format with subject “IWH Public Education Communications ” to opportunities@ifwhenhow.org:

- Cover letter that (1) speaks to how your experience and skill set meet the qualifications for this role; (2) lists how you heard about this position; and (3) discusses your commitment to social, racial, and reproductive justice;
- Resumé;
- List of three (3) references with contact (name and pronouns) and relationship information (title, where/when you worked together, and LinkedIn profile, if available). Please note that references will not be contacted until the final round of interviews.
- Two samples of work that showcase how you approach distilling more complex information for public education. Samples can be both for writing and design and include anything from a one-pager to a slide deck, to campaign materials.

OUR HIRING PROCESS:

We value transparency and want to ensure that candidates understand our hiring process. Here’s what you can expect when applying for a position with us:

1. **Email Confirmation:** When you submit your application via email, you will receive an automatic response confirming receipt of your application materials.
2. **Application Review:** The Hiring Manager will review applications and select candidates for phone screening. Due to limited capacity, we can only notify candidates who have moved onto the phone screen round.
3. **Initial Phone Screening:** If selected, you will be invited to a brief phone screening (less than 15 minutes) with the Hiring Manager. This conversation is an opportunity for us to learn more about your interest in the position, your knowledge of our organization, and your current experience.
4. **HR Screening:** Candidates being considered for Round 1 interviews will meet with our HR team for a 30-minute HR Screening. The purpose of this screening is to evaluate how well you align with our organization's values and work culture.
5. **Round 1 Video Interview:** Candidates advancing past the screenings will be invited to a first-round video interview with the Hiring Manager and members of the Hiring Committee. This one-hour interview will dive deeper into your qualifications, experience, and skillset, allowing us to assess your potential fit for the role. You will

be notified within one week of your interview if you are not advancing to the next round.

6. **Round 2 Video Interview:** A smaller group of candidates will be invited for a second-round video interview with the full Hiring Committee. This interview will explore specific areas of interest or concern, and the Hiring Manager and Hiring Committee will decide by consensus which candidates will be considered finalists.
7. **[Optional] Round 3 Interview or Exercise:** Occasionally, finalists will be asked to participate in a third-round video interview and/or to complete a written or spoken exercise. We are mindful of the time and energy you are putting into this process and try to keep any written or spoken exercise short.
8. **Offer Decision:** The Hiring Manager, in consultation with the Hiring Committee and HR, will make a final hiring decision. We utilize a Salary Rubric to ensure a fair offer process and aim to extend offers at least two weeks prior to the desired start date. Offers will be made via email and/or phone call.

We strive to provide a clear, consistent, and respectful experience for all candidates throughout the hiring process. A typical hiring process takes 6-8 weeks from job posting.

If/When/How: Lawyering for Reproductive Justice is an "at-will" and equal opportunity employer, committed to attracting, developing, and retaining exceptional people. We welcome and encourage applicants with diverse experiences, identities, and educational backgrounds. Applicants and employees shall not be discriminated against because of race, religion, sex, national origin, ethnicity, age, mental or physical disability, sexual orientation, gender (including pregnancy and gender expression) identity, color, marital status, veteran status, medical condition, or any other classification protected by federal, state, or local law or ordinance.