



Digital Communications Manager

The National Institute for Reproductive Health (NIRH) and the National Institute for Reproductive Health Action Fund (NIRH Action Fund), advocacy groups that fight for just and equitable access to reproductive health care, are seeking a full-time Digital Communications Manager.

This is a benefits eligible, Full-time, Exempt position that will require 35 hours of work, with flexibility, during normal business hours, Monday to Friday, 10 AM to 6 PM. The annual salary for this position is between \$75,000 – \$80,000 commensurate with experience.

WHO WE ARE

The National Institute for Reproductive Health (NIRH) and the National Institute for Reproductive Health Action Fund (NIRH Action Fund) are advocacy groups that fight for just and equitable access to reproductive health care and build political power for reproductive freedom. For decades, our strategy has been to go on the offensive, at the state and local level, so we have a long track record of passing laws that are safeguarding and advancing access.

In states and cities across the country, we launch campaigns, change policy, and elect candidates who champion our cause, all by working hand-in-hand with reproductive health, rights, and justice organizations; health care providers; and other groups invested in this fight. We partner in communities where change is needed and where we can make a difference. At the national level, we engage in groundbreaking public opinion research, proactive policy initiatives, and innovative advocacy campaigns to help reshape the national conversation about reproductive freedom.

Our approach to advocacy, policy, and politics strives to center the people who are most impacted by barriers to care, historically underserved, and often under-represented — Black women and Black communities, Indigenous and other communities of color, low-income people, and immigrants.

We don't just push back against restrictions on reproductive autonomy; we fight for a society in which everyone has the freedom and ability to control their reproductive and sexual lives.

THE ROLE

The Digital Communications Manager will play a pivotal role in shaping NIRH's online presence, ensuring our messaging is compelling, consistent, and aligned with our mission of advancing reproductive freedom. This role will report to the Associate Director of Digital

Communications and will help them oversee social media management, email communications, website updates, and branded collateral including graphics, videos, reports, toolkits, and event materials. The ideal candidate is a creative, detail-oriented, and justice-driven professional with a passion for digital storytelling and strategic communications.

WHAT YOU'LL DO

Social Media

- Manage NIRH's social media accounts across platforms, including BlueSky (2 accounts), Instagram, Facebook (2 accounts), LinkedIn, and any new platforms NIRH may adopt.
- Develop and execute social media content plans that align with NIRH's mission and engages audiences.
- Create engaging, thoughtful, and intentional content, including captions, graphics, videos, and interactive posts.
- Maintain and update a social media content calendar to ensure consistency and strategic timing.
- Monitor and analyze social media metrics to assess performance and inform future strategies. Prepare reports for the Associate Director of Digital Communications to support data-driven decision-making.

Email Communications

- Support the drafting, formatting, and distribution of email communications in collaboration with the Associate Director of Digital Communications.
- Assist with email list maintenance, including uploads, segmentation, and data hygiene.
- Track and analyze email performance metrics (e.g., open rates, click-through rates) and prepare reports to optimize engagement.

Website Management

- Make regular updates to NIRH's website, including:
 - Adding press releases, job vacancies, reports, and resources.
 - Updating partner pages and other relevant content.
- Support the Comms team by ensuring website content is accurate, up-to-date, and aligned with NIRH's brand and mission.

Content Creation & Design

- Create NIRH-branded and partner co-created graphics and videos for use across multiple platforms (including social media, email, website, reports, and events).
- Design assets for reports, events, and other projects as needed, ensuring consistency in branding and visual identity.
- Collaborate with the team to develop and refine NIRH's online voice and tone, ensuring it reflects the organization's commitment to racial equity, inclusion, and social justice.

Team Collaboration & Culture

- Contribute to building a strong, collaborative, and inclusive team culture grounded in racial equity and inclusion.
- Work closely with cross-functional teams to align digital communications with NIRH's broader strategic goals.
- Support the Associate Director of Digital Communications in developing and implementing digital strategies that advance NIRH's mission.
- Other duties as assigned.

WHAT YOU'LL BRING

- 3–5 years of professional experience in digital communications, including:
 - Social media management (strategy, content creation, community engagement).
 - Supporting email communications (drafting, formatting, list management).
- A deep commitment to social, reproductive, and racial justice.
- Experience writing captions and creating content for social media channels that is thoughtful, intentional, and compelling.
- Proficiency in Canva and an understanding of design principles (typography, color theory, layout composition).
- Proficiency in or a willingness to learn:
 - Engaging Networks (email platform).
 - WordPress (website management).
 - Microsoft Office Suite (Teams, Outlook).
 - Google Suite (Docs, Sheets, Slides).
 - Adobe Creative Suite (specifically InDesign and Photoshop but could also include Premiere Pro, Acrobat Pro, Illustrator, Dreamweaver)
- Excellent verbal and written communication skills.
- Strong organizational skills, attention to detail, and ability to manage multiple projects simultaneously.
- Ability to work independently and collaboratively in a remote environment.
- Ability to support rapid response moments.
- Excellent time management skills with a proven ability to meet deadlines.
- Ability to prioritize tasks and delegate when appropriate.

WHAT WE OFFER

- Employer paid medical, dental and vision insurance
- Generous time off package including vacation days, paid holidays, sick days, personal days and your birthday off
- 401k employee matching
- Flexible Spending Accounts
- Employee Assistance Program
- Fully remote from anywhere in the US
- Work from home stipend
- Subscription to DeleteMe to protect employee's personal information
- Annual professional development budget available for each employee

TO APPLY

Email a cover letter and resume to careers@nirhealth.org with “Digital Comms Manager” in the subject line. Applications will be reviewed on a rolling basis. Incomplete applications will not be reviewed.

Due to the high volume of resumes we receive; we are unable to respond individually to all applicants. If your qualifications and experience align with the requirements of the role, a member of our team will contact you to schedule an interview.

NIRH/NIRHAF IS AN EQUAL OPPORTUNITY EMPLOYER.

In order to provide equal employment and advancement opportunities to all individuals, employment decisions at NIRH/NIRHAF will be based on merit, qualifications, abilities, and on the needs of NIRH/NIRHAF. This organization does not discriminate in employment opportunities or practices on the basis of age, race, creed, color, national origin, sex, religion, physical or mental disability, sexual orientation, gender identity or expression, ancestry, marital status, veteran status or other military status, alienage or citizenship status, genetic carrier status, AIDS, AIDS-related complex or HIV status, or any other characteristic protected by Federal, State or local law.