KOYA PARTNERS
DIVERSIFIEDSEARCHGROUP

HUMAN RIGHTS CAMPAIGN

Human Rights Campaign
Senior Vice President of Communications and Brand

Washington, D.C.

Senior Vice President of Communications and Brand

Human Rights Campaign
Washington, D.C.

About Human Rights Campaign (HRC)

The Human Rights Campaign envisions a world where every member of the LGBTQ+ family has the freedom to live their truth without fear, and with equality under the law. We engage our 3 million members and supporters to mobilize against attacks on people in our community - whenever and wherever they occur. We've spent over 40 years creating the most powerful movement for equality our country has ever seen. But despite this progress, the LGBTQ+ community is still suffering from violence, discrimination, and fear. Our goal is to ensure that all LGBTQ+ people, and particularly those of us who are trans, people of color and HIV+, are treated as full and equal citizens within our movement, across our country and around the world. Together we will fight until we achieve freedom, liberation and joy for all - without exception.

How we're making change today
We work locally, nationally, and globally on issues that affect the LGBTQ+ community. HRC partners with people across demographics, industries, and governments to provide leadership on how to back up pro-equality statements with real action — and create a society where none of us is left behind.

- We **Mobilize Equality** voters nationwide. With an estimated 62 million Equality Voters across America, our community is one of the country's largest and most politically engaged voting blocs.
- We **Transform** the places where LGBTQ+ people go to school, work, get healthcare and grow older, fundamentally improving the daily lives of more than 15 million workers and 11 million students.
- We **Educate** the public and the community about LGBTQ+ issues. Already, 20 percent of adults in Generation Z identify as a member of the LGBTQ+ community. And by 2040 will represent nearly one-fifth of the voting population.
- We **Advocate** to advance pro-equality legislation and litigation at the local, national and federal levels. Last legislative session we beat 91% of bad bills.

Living into the HRC values every day
When HRC is at its best, it is rooted in its values: **heart; boldness; learning & openness; equity & intersectionality; responsibility; resilience; respect; and community & teamwork.** We look

to these values as we explore new opportunities, in times of success as well as crisis. We use them to drive a better way of working together and also to achieve better results in our work. We lean on them to better understand each other and the work we all are called to do

For more information, please visit the Human Rights Campaign and the Human Rights Campaign Foundation.

Our Next Era of Leadership

In November 2022, HRC welcomed visionary leader and civil rights champion, Kelley Robinson, to lead HRC's 3 million members, mobilizers, and supporters. An unwavering advocate for inclusion, fierce optimist, battle-tested organizer, and changemaker whose career has centered around the fight for bodily autonomy and racial and gender equity, Robinson brings a renewed focus on lifting up marginalized communities and building political power.

The first Black, Queer woman to lead the organization, Robinson's strength, compassion, knowledge, and reach are primed to lead HRC through uncharted territory. As legislative attacks, violent political rhetoric, and rising anti-LBGTQ+ sentiment send shockwaves through a divided country, Robinson's leadership and advocacy are already propelling the organization to new heights.

Only 100 days into the role, Robinson and the HRC team have already built upon a legacy of activism and advocacy by cutting through the rising tide of hate and white supremacy endangering the community, its supporters, and allies. It's been a time of victory—the passage of the Respect for Marriage Act; major gains against ending discriminatory blood bans on gay and bisexual men; historic protections for LGBTQ+ people in the long-standing battle for nondiscrimination protections in Michigan; new resources for Black parents of transgender, non-binary, and gender -expansive children; historic participation in HRC's Time to THRIVE conference and our National Day of Reading; and so much more.

After decades of advocacy, HRC is now fighting some of the most vicious cycles of political attacks against the LGBTQ+ community in US history– this year alone, HRC is tracking more than 540 anti-LGBTQ+ bills that have been introduced at the state level, 220 of which target the trans community. Despite early landmark victories in Michigan, LGBTQ+ people face record legislative attacks and increasing violence against the community. Through it all, HRC has served as a steadfast mobilizer for pro-equality voices to fight back. Through the resistance and the triumph, through the grief and the joy, HRC has held space for each other, the community, and the movement, continuously proving itself as a power player in a rapidly changing landscape.

HRC's heart, humanity, mobilization, and tireless advocacy have long been a rallying cry for LGBTQ+ people everywhere—and it's just getting started. As Robinson and the HRC team lead the way in a new era of advocacy, coalition-building, and substantive, systemic change, HRC is approaching the future with renewed vigor and purpose to fight for change at every level—and for every single one of us.

The Opportunity

The Human Rights Campaign is seeking a strategic, innovative, and dynamic Senior Vice President of Communications and Brand (SVP) to provide vision, leadership, and strategic direction for the Human Rights Campaign's external presence. The SVP helps design, shape, and execute a comprehensive, multifaceted communications program to advance LGBTQ+ equality and liberation. This role will be charged with building on and growing the position of HRC and the HRC Foundation as the leading LGBTQ+ civil rights organization. The SVP will help to shape, define and describe the future direction of HRC and how best to communicate it to a diverse cross-section of audiences.

The SVP will spearhead efforts to weave together organization-wide communications around public policy efforts, electoral campaigns, public research, and educational programs. The SVP will manage HRC communications activities and is responsible for winning the news day, generating strong positive press coverage, amplifying the HRC brand, and overseeing the quality and consistency of messaging from a communications perspective. The SVP will help frame issues for press and messaging for HRC stakeholders and engage the public through earned and paid media; lead efforts to reach new and diverse audiences; and advance the issues of LGBTQ+ equality in the public dialogue.

The SVP will work to ensure that the overarching communication, digital, and branding work streams are well-coordinated cross-organizationally, collaborating across all areas of the organization.

Reporting to and working closely with Kelley Robinson, the President of HRC, the SVP will oversee HRC's communication, digital, and brand teams. The SVP will serve as a member of the Senior Leadership team, partnering with team members to uphold HRC's mission, deliver impactful programs and lead in a manner that is consistent with HRC's values.

The specific responsibilities of the SVP of Communications and Brand include, but are not limited to:

Drive local and national media to elevate the crisis facing the LGBTQ+ community and the opportunities to positively impact change:

- Create and implement forward-thinking, organization-wide messaging to promote HRC's work to diverse audiences, including advocacy, policy and electoral campaigns, and educational programs.
- Generate strong, positive press coverage and oversee the quality and consistency of message.
- Work to heighten the organization's visibility and ensure consistent messaging with the national press, media, and general public.

Lead crisis communications and rapid response:

- Due to the urgent nature of crisis communications, this role requires an eagerness and demonstrated ability to respond to breaking news, often outside the workday.
- This role also requires creativity and strong judgment in rapid response.
- Manage crisis communications across teams.

Expand the brand presence and awareness of HRC as the largest national LGBTQ+ civil rights organization in the country:

- Manage HRC brand activities, including issues management, press and media relations, as well as internal messaging for staff and volunteers.
- Provide ongoing messaging for key stakeholders to excel in their HRC roles, including HRC staff, volunteers, donors, steering committee members, Board of Governors, and Board of Directors.
- Collaborate with the executive and senior management team to create and drive a plan for public and media engagement of the HRC President, including speech writing and social for the President and other senior staff.

Develop and launch innovative campaigns to drive supporter growth and deepen support engagement for HRC and the LGBTQ+ movement:

- Develop and execute high-impact, creative campaigns designed to drive long-term positioning and messaging.
- Partner with the development team to maximize revenue and grow membership.

People and Project Management:

- Lead a talented and multi-faceted team of 20+ professionals.

Candidate Profile

Strong candidates will bring a diverse set of skills, characteristics, and experiences, both professional and lived. HRC and Koya strive to mitigate inherent biases that influence hiring practices by focusing on a holistic view of potential candidates and understanding that no single candidate will offer every desired skill and characteristic.

The following offers an aspirational view of the ideal candidate profile; we encourage applications from candidates with a wide range of experiences and backgrounds, especially those from historically marginalized groups.

Unwavering Commitment to LBGTQ+ Equality

The next SVP shares our passion and ethos for ensuring that all LGBTQ+ people, particularly transgender people, BIPOC community members and people living with HIV, are treated as full and equal citizens within our movement, both at home and abroad. They understand that the entire organization—board members, volunteers, donors, and staff—work tirelessly to make an impact and improve the lives of LGBTQ+ people everywhere. Mission-driven at their core, they view their work as a vehicle to amplify HRC's voice and work in the community, including through its programs, and exemplify a commitment to and interest in the urgency behind supporting the LGBTQ+ equality movement.

Strategic Communications and Brand Professional

A seasoned communications and brand strategist, the SVP is a trusted advisor with a record of success positioning engagement activities, advocacy campaigns, and content to advance their organization's reputation and amplify their impact in the market. Demonstrated record of leading and executing political communications. An effective, flexible communicator, they align their organization's mission, vision, and goals across a wide range of external constituents, internal colleagues and partners, and their core audience. They collaborate closely with executive leaders and their principals to provide overall creative direction for their brand, and steward it effectively in a highly politicized, advocacy-based environment. Well-versed in maneuvering political and social challenges, they operate with a high-level of political savvy, and have a record of accomplishments building credibility within social movements. They anticipate opportunities, respond to challenges, and position the organization to attract new audiences, engage core supporters and allies, and position their organization as trusted thought-leaders and partners within a movement.

Leadership with Strong Judgment and Discernment

A seasoned leader, the SVP is a skilled people manager and trusted senior advisor to their executive teams. Highly organized, mission-focused, and results-driven, they develop systems and structures for matrix teams to lead multiple projects simultaneously in a high-volume, fast-paced environment. They empower their own senior leaders, provide effective guidance, coaching, and critical feedback to staff, and build high-performing, sustainable teams by setting clear objectives, goals, and measures of success. They collaborate upwards and downward, position their principals effectively and with integrity, and build sustainable workflows by establishing and maintaining effective feedback loops in a highly complex workplace environment. As the LGBTQ+ community faces significant extremism and violence, driven by increasingly vicious rhetoric, legislation, and politics, HRC seeks an unflappable leader and steady presence in the face of crisis.

Brand Positioning and Audience Engagement

A strategic thinker, they leverage relationships with journalists, political strategists, and other members of the mainstream and alternative media to successfully place print and digital stories, op-eds, editorials, and media appearances to advance movements and inspire action and engagement. They cultivate and curate mutually beneficial relationships with media and the press to ensure that narratives are simultaneously proactive, reactive, and highly relevant in national and local conversations. They ensure that media hits align with organizational mission and vision, resonate with core demographics, and develop a diverse, inclusive network of reporters, journalists, and other members of the media to steer audience engagement in a rapidly evolving, highly politicized media landscape.

Creative Strategist, Willing to Take Risks to Achieve Goals

They possess a willingness to take risks and innovate to reach new audiences and assure HRC's brand, communications, and digital campaigns are innovative, compelling, and represent the stories and histories of the organization to effectively position a "call to action" in rapidly evolving, highly politicized ecosystem.

Diversity, Equity, and Inclusion

At the Human Rights Campaign, diversity and inclusion have been embedded in our mission since we were founded in 1980. Our next Senior Vice President will have demonstrated success building leading teams with a strong, clear commitment to creating diverse, equitable communication plans and strategies. They hold space for both them and others, see beyond

themselves to disrupt the status quo, consider a multitude of perspectives, and share the ethos that racial justice is at the cornerstone of HRC's work. Read more about HRC's DEI Statement.

In addition, strong candidates will offer:

- Progressively responsible work experience in marketing, communications, brand development, and/or messaging in an electoral, government or political/advocacy organization welcomed.
- Passion for progressive politics, experience working in politics or government at a high level, or experience working in highly collaborative, matrixed environments strongly preferred.
- Experience serving as a member of senior leadership teams, working in close partnership with advocacy, marketing, and fundraising leaders.
- Candidates with backgrounds or experience with LGBTQ+ or other civil rights are highly encouraged.

Compensation & Benefits

The position is based in Washington, D.C. with a hybrid work environment of 2 days in the office. Salary is competitive and commensurate with experience, starting at $250K.

All positions at the Human Rights Campaign and/or the Human Rights Campaign Foundation may require travel on a regular basis or periodically. Where the need arises for business travel, appropriate compensation as outlined by the Fair Labor Standards Act will apply.

Contact

Koya Partners, the executive search firm that specializes in mission-driven search, has been exclusively retained for this engagement. Molly Brennan and Malissa Brennan of Koya Partners have been exclusively retained for this search. Please submit a compelling cover letter and resume to by filling out our Talent Profile.

Koya Partners is committed to providing reasonable accommodation to individuals living with disabilities. If you are a qualified individual living with a disability and need assistance expressing interest online, please email NonprofitSearchOps@divsearch.com. If you are selected for an interview, you will receive additional information regarding how to request an accommodation for the interview process.

Human Rights Campaign is an equal opportunity employer and strongly encourages applications from people of color, persons with disabilities, women, and LGBTQ+ applicants.

About Koya Partners

Koya Partners, a part of Diversified Search Group, is a leading executive search and strategic advising firm dedicated to connecting exceptionally talented people with mission-driven clients. Our founding philosophy—**The Right Person in the Right Place Can Change the World**—guides our work as we partner with nonprofits & NGOs, institutions of higher education, responsible businesses, and social enterprises in local communities and around the world.

For more information, please visit the Koya Partners' wesbite.