

# Associate Director, Arts & Entertainment

[Planned Parenthood Federation of America](#) New York, NY (Remote)

**Planned Parenthood Federation of America (PPFA)** is the national umbrella organization for the nation's leading network of women's health care providers, educators, and advocates, serving women, men, teens and families. **Planned Parenthood Action Fund (PPAF)** is the advocacy and political arm of PPFA. For over 100 years, Planned Parenthood has done more than any other organization in the United States to improve women's health and safety, prevent unintended pregnancies, and advance the right and ability of individuals and families to make informed and responsible health care decisions.

Planned Parenthood Federation of America (PPFA) and Planned Parenthood Action Fund (PPAF) seek a well-connected and thoughtful Associate Director of Arts & Entertainment Engagement. Reporting to the Senior Director, Arts & Entertainment Engagement in the Brand and Culture team, she/he/they helps **connect the arts and entertainment industry with Planned Parenthood to further our mission** and enhance our brand's visibility through cultural partnerships. The Arts & Entertainment team works closely with film and television professionals to help develop content that is accurate and sensitive in its depictions of sexual and reproductive health and rights; and works with prominent artists, actors, influencers, fashion designers, and select entertainment outlets, to publicly support Planned Parenthood's mission in the media, on social media, at events, and through campaigns.

## **Purpose**

- Lead and support talent cultivation, recruitment, and engagement, in close collaboration with the Senior Director of Arts & Entertainment Engagement
- Provide high-level direction and strategic input for the team's work with arts and entertainment leaders
- Oversee National and Affiliate talent event recruitment work
- **Engage in relationship management in the arts and entertainment space**
- Expand Planned Parenthood's network of supportive talent through existing and new relationships, especially with multicultural talent
- Offer innovative and creative opportunities to expand Planned Parenthood's visibility and presence in cultural spaces that reach our key audiences

## **Delivery**

- **Develop strategies, long-term plans and impact measurements to destigmatize sex, sexuality, and abortion through the arts and entertainment community.**

- Conduct research and stay current on information regarding key celebrities, celebrity events, and celebrity partnerships
- Produce or contribute to reports on celebrity engagement events and other related work
- Manages and contribute to other projects as needed

## Engagement

- Cultivate and mobilize talent that reach our target demographics, particularly young people and people of color, to help advance sexual and reproductive health and rights
- Identify and engage their own existing network and prominent new supporters and/or their gatekeepers in the arts and entertainment communities
- Fulfill requests for celebrities to participate in national c3 and c4 events to enhance Planned Parenthood's visibility in the media and on social media; increase attendance at events; boost donations to the national office or affiliates; in consultation with the Senior Director
- Lead the fulfillment of requests for celebrities to participate in affiliate c3 and c4 events to attract attendees, enhance visibility, raise funds, and attract local press
- Work with the A&E team to identify and organize external events in the arts & entertainment communities where PP might have a presence, in consultation with other members of the B&C team

## Knowledge, Skills, And Abilities (KSAs)

- At least 7-8 years of entertainment, public relations, booking, or partnerships experience
- Experience working directly with talent and their teams and maintaining strong client relationships
- Existing relationships within the arts and entertainment community, including talent and their gatekeepers
- Passion for issues relevant to sexual and reproductive health and rights and culture change
- Exceptional analytical, writing, and editing skills
- Strong organizational, project management, and problem-solving skills
- Ability to juggle multiple projects and deadlines successfully
- Strategic mindset with flexibility to make adjustments to program structure and goals
- Proven ability to work independently and collaboratively
- Commitment to health care access, equity, and PPFA's mission

## Travel

- 0-25%

*Starting salary: \$95K*

Final offers for this job will be based on capabilities and will be made within the parameters of the PPFA compensation program. Total offer package to include generous vacation + sick leave + paid holidays, individual/family provided medical, dental and vision benefits effective day 1, life insurance, short/long term disability, paid family leave and 401k. We also offer voluntary opt in for Flexible Spending Account (FSA) and Transportation/Commuter accounts.

We value a truly diverse workforce and a culture of inclusivity and belonging. Our goal is to attract qualified candidates and encourage applications from all individuals without regard to race, color, religion, sex, national origin, age, disability, veteran status, marital status, sexual orientation, gender identity, or any other characteristic protected by applicable law. We're committed to creating a dynamic work environment that values diversity and inclusion, respect and integrity, customer focus, and innovation.

***PPFA participates in the E-Verify program and is an Equal Opportunity Employer***

- PDN-HR

If denoted as NYC, DC, or both, this position is usually located in our New York City or DC office, but is remote while offices remain closed due to the COVID-19 pandemic.