

JOB TITLE: Communications Director
DEPARTMENT: Communications
REPORTS TO: Executive Director
FLSA STATUS: Exempt
LOCATION: Raleigh, NC
DATE: March 2020



JOB SUMMARY

The Communications Director is a member of the ACLU of North Carolina's senior leadership team based in the Raleigh office and is responsible for the planning and execution of a communications strategy that advances the ACLU-NC's mission across multiple initiatives, advocacy campaigns, and platforms. This position leads the communications department and oversees all external and internal communications including earned media, digital and social media, publications, creative content, online campaigns, and rapid-response. As a member of the senior leadership team, the Communications Director participates in strategic planning, setting organizational goals and priorities and managing the communications budget. This is a full-time, salaried position that includes some evening and weekend work.

RESPONSIBILITIES

Strategic Communications

- Build and direct a strong, well-designed, well-defined strategic communications plan that promotes the constitutional rights of all North Carolinians and empowers members, supporters, and communities to help advance the organization's work in priority issue areas and campaigns, leveraging earned and paid media, digital organizing tactics, social media strategies, and storytelling.
- Collaborate with colleagues in the legal, policy, organizing, and development teams, as well as with national ACLU communications staff, to develop communications strategies and produce, edit, and approve public-facing content.
 - Content may include:
 - Press releases, public statements, blog posts, op-eds, action alerts, fact sheets, talking points, letters to the editor, email blasts, social media copy, digital graphics, digital organizing tools, webpages, and print publications
- Serve as the organization's primary point of contact with media outlets. Build relationships with print, broadcast, and online reporters in order to place and

generate earned media coverage of the ACLU-NC's work. Respond promptly to daily media questions and requests.

- Oversee development of online advocacy campaigns and other digital organizing efforts.
- Oversee the preparation and execution of crisis communication and rapid response plans.
- Lead training, preparation, and feedback to other team members for public speaking engagements and media interviews, and serve as a spokesperson for the organization when needed.
- Tell the story of the ACLU-NC's mission through compelling, effective, and values-based narratives that center people impacted by our issues and are tailored to reach specific audiences. Coordinate shared messaging with staff and partners that is based on research, best practices, and the organization's values.
- Lead communications research efforts such as public polling or surveying key constituencies to inform messaging and communications goals.

Leadership & Management

- Hire, onboard, develop, motivate, and evaluate the work of the members of the communications department, including developing work plans, managing personnel situations, facilitating a positive team culture, and holding staff accountable.
- Develop metrics for measuring the effectiveness of the communications programs of the organization.
- Develop and manage communications department budget.
- Implement and improve practices to keep ACLU-NC staff and board members informed about important updates within the organization, the ACLU-NC's issue areas, and the work of team members, ensuring there is a consistent and effective flow of information.
- Manage relationships with freelance contractors and other vendors used for communications materials.

MINIMUM REQUIREMENTS

- Demonstrated commitment to the mission and goals of the ACLU, racial equity, and the ACLU's priority issue areas, including criminal law reform, racial justice, LGBTQ equality, reproductive freedom, and the rights of immigrants.
- Significant (5+ years) professional, managerial, and leadership experience in strategic communications and media relations including:

- Experience serving as a spokesperson for campaigns or organizations.
- Experience with writing, editing, and producing effective communications materials for publication in print and online.
- Experience effectively managing, supervising, and developing individual staff and teams; creating and meeting measurable targets; and holding self and staff and accountable.
- Success managing multiple short- and long-term projects simultaneously, including the ability to respond rapidly to significant developments.
- Experience with digital media including email marketing, social media, website administration, and other web-based content.
- Willingness and ability to travel throughout North Carolina and occasionally to other states for conferences, training, and other communications-related work.
- Proficiency with office technology including online communications and word processing and a willingness to learn new techniques, procedures, processes, and computer programs as needed.

ESSENTIAL SKILLS & ABILITIES

- Excellent writing and editing skills, with the ability to produce clear, concise and persuasive materials in a fast-paced environment on tight deadlines.
- Basic graphic design skills including following and implementing brand standards.
- Superior analytical, critical thinking, problem solving skills.
- Meticulous attention to detail and accuracy.
- Ability to look at situations from several points of view and take a collaborative approach to problem solving, working effectively with individuals at all levels (internally and externally).
- A demonstrated commitment to high professional ethical standards and sound ethical and editorial judgement.
- Ability to identify and segment multiple audiences, determine the best distribution channels for each audience, and transform key messaging points depending on the intended audience.

DESIRABLE EXPERIENCE, SKILLS, & ABILITIES

- Working knowledge and broad understanding of civil liberties and civil rights issues, integrated advocacy, and strategic communications.
- Experience working at an organization with an integrated advocacy model where legal, legislative, advocacy, and organizing tactics are used collaboratively and cohesively to achieve results.
- Experience with media training and/or public speaking
- Knowledge of and demonstrated interest in North Carolina politics and ACLU issues.

- Experience with North Carolina media.
- Experience overseeing the design and production of print and digital materials including working with freelance graphic designers.
- Experience with the Adobe Creative Suite and Canva.
- Familiarity with digital analytics and digital content management systems.
- Spanish language proficiency

COMPENSATION AND BENEFITS

The salary range for this position is \$82,000 - \$95,000 depending on experience. Excellent benefits include paid time off, generous paid holidays, medical, dental and vision insurance, 401k retirement plan, life insurance, and short-term and long-term disability insurance.

TO APPLY

Submit a resume, cover letter, and three writing or work samples demonstrating a range of communication styles to Stephanie Palazzo, Executive Assistant, at spalazzo@acluofnc.org with "Communications Director" in the subject line of the email.