



## **New Jersey Institute for Social Justice Director of Communications**

*The New Jersey Institute for Social Justice seeks a dedicated, highly qualified, intellectually creative, and visionary Director of Communications to help support the Institute's priorities, programs, and legal and policy goals.*

The Institute seeks a Director of Communications to help drive and support Institute activities internally and externally. The ideal candidate for this position will have a deep commitment to social and economic justice work, and demonstrated experience with media strategy, social media, journalism, media relations, and project management.

This is an exciting opportunity, at a critical time in our history, to advance racial and social justice on behalf of New Jersey's urban communities in the Institute's three programmatic areas: (1) economic mobility; (2) criminal justice reform; and (3) civic engagement.

Using a holistic approach to address the unique and critical issues facing New Jersey's urban communities, the Institute advocates for systemic reform that is at once transformative, achievable in the state, and replicable in communities across the nation.

### **Roles and Responsibilities:**

#### **Written Communications**

- Draft press releases and media advisories.
- Draft talking points for media interviews.
- Draft op-eds for national and local publications.
- Copyedit small, medium and large publications such as reports, policy briefs, white papers, executive summaries, case studies.
- Assist and generate ideas about how to communicate our content in documents, including through visual images, like photographs, infographics, charts, and graphs.
- Write collateral materials, such as fact sheets, brochures, FAQs, and web-related content.

#### **Media Relations**

- Work in collaboration with the legal team to develop a multi-pronged strategic communications plan to advance the Institute's legal and policy agenda (including



developing the media strategy around key Institute publications and coordinating press calls tied to said publication release dates).

- Create and manage a comprehensive media database of journalists, both regional and national.
- Monitor news sources for salient stories and media contacts.
- Pitch content and spokespersons to media outlets and organizations for speaking engagements.
- Engage the media strategically, with an understanding of how to compellingly frame complex legal issues.
- Schedule and coordinate media interviews.
- Prep Institute staff as necessary.
- Assist with archiving media references for departmental reporting.

### **Social Media**

- Work with the President and CEO, Chief Operating Officer, and the Law and Policy Director to develop and execute long term social media growth strategy.
- Distribute key messages through platforms such as Twitter and Facebook.
- Help substantially build the Institute's social media presence.
- Participate in social media buzz campaigns within our network.
- Track and report data analytics on a quarterly basis.

### **Development**

- Coordinate with development office to prepare materials for funders and events.
- Review/edit grant applications, donor letters, and development brochures.
- Develop and organize communications strategies for development activities.

### **Project Management**

- Review and update deliverables calendar for media strategies and special initiatives.
- Compile information for and write reports on project implementation and Institute media presence.
- Help conduct internal media trainings.
- Develop and implement communications strategy for campaigns and policy initiatives.

### **Experience and Qualifications:**

The ideal candidate will have:



- A genuine passion for social and racial justice, and experience working with or in urban communities.
- A knowledge of New Jersey politics, the policy landscape, and organizations/coalitions preferred.
- 4-year degree in either communications, political science, sociology, or policy related field (required).
- At least 3 to 5 years of communications experience, preferably with a non-profit organization or journalism background.
- Strong written and verbal communication skills, with the ability to communicate effectively with diverse groups that help to drive the Institute's mission.
- Experience effectively navigating social media, knowledgeable about the latest platforms with a vision for maximizing the Institute's social media presence.
- Knowledge and familiarity with a range of social and economic justice issues and skill with promoting these ideals.
- Familiarity with media databases such as Vocus, Cision, Meltwater, etc.
- Experience with CMS websites, such as NationBuilder.
- Intermediate level proficiency with MS Office applications.
- Extremely detailed and organized.
- Flexible schedule, including ability to work some evenings and weekends, if needed.
- A vision for attacking persistent barriers to full access and equality for people of color.
- Possesses energy, enthusiasm, creativity, compassion, and a sense of humor.

**Compensation:**

This is a full-time, at-will position. Salary is commensurate with experience and includes excellent benefits, including health, dental/vision, a 401(k) plan with an employer contribution, Medical Expense Reimbursement Program, and generous vacation, sick, and holiday leave.

**Applications:**

Applications will be reviewed on an ongoing basis and will be accepted until the position is filled. Please email your cover letter, resume, professional writing samples on which you are the primary author, and three professional references to [recruitment@njisj.org](mailto:recruitment@njisj.org). Please submit your application materials via Microsoft Word or Adobe PDF. Include all attachments in a single email stating, in the subject line, "Director of Communications."

**About the New Jersey Institute for Social Justice:**

*The Institute is an equal opportunity employer and values a diverse workforce and an inclusive culture.*



The Institute’s mission is to empower urban residents to realize and achieve their full potential. Established in 1999 by Alan V. and Amy Lowenstein, the Institute’s dynamic and independent advocacy is aimed at toppling load-bearing walls of structural inequality to create just, vibrant, and healthy urban communities. We employ a broad range of advocacy tools to advance our ambitious urban agenda, including research, analysis and writing, public education, grassroots organizing, communications, the development of pilot programs, legislative strategies, and litigation.