



Job Posting *Communications Strategist*

The ACLU of Arizona works to advance equity and dismantle systemic injustice through legal action, policy advocacy, and mobilizing our communities to protect the civil rights, liberties, and dignity of all Arizonans.

The ACLU of Arizona communications department is seeking an experienced, creative, and strategy-minded communications professional to join the team! The ideal candidate has a passion for making complex issues clear and relatable through written and visual forms of communications, is comfortable juggling several projects in a fast-paced working environment, and is deeply committed to advancing civil rights, liberties, and justice for all. Our communications department creates, maintains, and advances message narratives to engage our supporters and other target audiences, to help protect and expand civil liberties and civil rights, and to illustrate the value and impact of the ACLU of Arizona's transformational work. Through our strategic messaging, engagement with news media, written and multimedia content, visual identity, and brand, we encourage support for the ACLU of Arizona's mission.

POSITION OVERVIEW

The Communications Strategist is responsible for developing and executing long- and short-term communications strategies related to the ACLU of Arizona's goals in issue areas including immigrants' rights, free speech, LGBTQ+ rights, criminal justice reform, reproductive freedom, democracy, and more. They work closely with legal, policy, and organizing departments to advance our strategic goals. They also collaborate with the other members of the communications team to develop messaging and multimedia assets related to the ACLU of Arizona's legal cases, advocacy projects, policy priorities, and campaigns in support of the ACLU of Arizona's "integrated advocacy" model that unites our multidisciplinary programs team.

Location: Arizona; Phoenix preferred. Some in-person attendance at the office is required, however, most day-to-day work can be done remotely.

Salary range: \$70,000 – \$89,000, commensurate with experience. This is a union position represented by NOLSW/UAW Local 2320. Compensation is determined by the collective bargaining agreement and follows a structured scale with regular step increases based on experience.

Deadline to Apply: May 11, 2025

Supervision: The Communications Strategist does not have any direct reports but may supervise volunteers, interns, and consultants. This position reports directly to the Communications Director.

Classification: Full-time, exempt

POSITION RESPONSIBILITIES:

Issue-oriented and values-informed program and campaign communications strategy

- Work with cross-functional teams (legal, advocacy, organizing) to create goal-oriented plans for ACLU of Arizona initiatives, and increase the visibility of the ACLU of Arizona and our priority issue areas.
- Develop and execute multifaceted, short- and long-term, communications plans that include goals, target audiences, messaging, and media relations strategies.
- Produce effective written communications content, including talking points, press releases, opinion pieces, letters to the editor, internal memoranda, video scripts, blog posts, SEO-optimized webpage copy, and backgrounders.
- Produce journey-level multimedia content, including graphics, videos, infographics, interactive web features, presentations, and more.

- Develop and execute high-impact paid, earned, shared, and owned communications campaigns designed to advance legislation, ballot measures, and public education efforts.
- Identify key audiences and develop messaging and talking points guided by ACLU of Arizona values, best practices, research, and polling.
- Routinely assess communications activities, data, and metrics and prepare reports for internal and external audiences upon request.

Public and Media Relations

- Build and sustain constructive working relationships with reporters, producers, and editors at print, television, and digital media outlets locally and nationally.
- Draft op-eds, press releases, letters to the editor, statements, briefings, message guidance, fact sheets, and other materials to advance public and media relations efforts.
- Identify opportunities for and organize press conferences and virtual press calls, as well as develop and disseminate media advisories and media briefings on ACLU of Arizona issues.
- Act as an ACLU of Arizona spokesperson in the media, at events, and across social media channels as needed.
- Work with communications team to prepare staff, volunteers, and other spokespeople for media appearances.
- Work with communications team to respond to media inquiries and track media coverage of ACLU of Arizona issues and staff.

Digital and Social Media Communications

- Collaborate closely with the Communications Coordinator to develop consistent content strategies and maintain a monthly content calendar to plan assets for important news, litigation updates, priority issues, public education, campaigns, events, and the work of various departments across all digital channels.
- Maintain working knowledge of digital and social media best practices, trends, emerging platforms, and platform updates to provide input and make strategic decisions regarding social media.
- Review website and social media analytics for shared and paid digital media campaigns to evaluate and inform communications plans and strategies.
- Manage paid digital and social media campaigns in collaboration with other members of the communications team and consultants/vendors.

Equity, Diversity, Inclusion and Belonging

- Be an active contributor to the organization and communications department's efforts to think creatively, ambitiously, and openly about how our program can better integrate equity, diversity, inclusion, and belonging into our day-to-day operations, goals, plans, and work.
- Ensure all written, video, web, and graphic design materials that are shared by the organization have been evaluated and optimized for accessibility, including translations when necessary.

QUALIFICATIONS

This job description provides a general but not comprehensive list of the essential responsibilities and qualifications required. While no candidate will possess every quality, the successful candidate will possess many of the following qualifications and attributes. Even if you aren't sure but are excited about the position, we encourage you to apply. Consideration will be given to individuals who may not meet the listed qualifications but demonstrate strong skills, knowledge, and potential.

- Demonstrated commitment to the mission, vision, and goals of the ACLU of Arizona.
- Minimum 3 years of professional experience in one or more of the following areas: media, strategic communications, digital communications, marketing, and/or public relations.

- Bachelor's degree in Communications, Marketing, Journalism, Digital Media or a similar degree that builds core competencies that relate to some or all aspects of position responsibilities.
- Exceptional written and oral communication skills, including the ability to write clean, compelling copy on deadline for a variety of formats and audiences, with a track record of generating and adapting messaging for breaking news, social issues, and campaigns.
- Excellent computer skills, including proficiency with Microsoft Office technology (Word, Excel, and Outlook) and project management tools like Asana.
- Working knowledge of website content management systems, such as Drupal and WordPress.
- Strong proficiency with social media platforms including X (Twitter), Facebook, Instagram, YouTube, and other emerging platforms.
- Familiarity with design principles with a demonstrated ability to adhere to and apply brand standards across digital and print materials.
- Familiarity with press release distribution software, traditional and social media listening/tracking tools, email campaign platforms, and social, email, and website metrics tools.
- Avid consumer of news with the ability to analyze and synthesize information quickly and cogently.
- Excellent interpersonal skills, time management skills, high attention to detail, and ability to manage multiple projects daily.
- Experience working on electoral or issue-based advocacy campaigns is preferred.
- Experience developing multimedia communications assets, such as infographics, podcasts, and video.
- Proficiency in Spanish is not required, but a plus.

Cultural Responsibility: Demonstrated awareness of one's own cultural identity, views about differences, and the ability to learn and build on varying cultural and community norms. A complex understanding of racial justice and the urgency of confronting institutional racism and inequity. Commitment to equity and inclusion as organizational practice and culture. Proven track record of working across lines of race, immigration status, ethnicity, language, class, gender, and other identities and experiences including record of arrest or conviction.

Working Conditions: The ACLU of Arizona offices are generally open between 9 a.m. and 5 p.m. The physical demands and work environment described below represent those required and encountered by an employee to perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Inputting information into a computer for long periods of time.
- Periodically working extended hours, including some evenings, weekends, and holidays.
- Regular travel locally and in-state, and some out-of-state travel as needed.

Why work for the ACLU of Arizona?

Time off: Staff get 15 vacation days in their first three years; and 20 days after four years. We observe 16 holidays, all staff have 1 personal day off each month, a modified summer schedule with alternating Fridays off, and an extended winter break.

Benefits package: We cover 100% of health, vision, and dental insurance for employees. We provide life and disability insurance, as well as reimbursement of some out-of-pocket healthcare-related expenses. Staff are reimbursed for cell phones and home internet if working from home.

401k Plan: We want you to be prepared for retirement! We match 100% of the first 1% of your salary deferred to your 401k, plus 50% of the next 5% of your salary contribution. And then, we contribute an additional 2% of your salary contribution each pay period.

Commitment to our staff: We invest in staff growth and professional development opportunities and are committed to providing regular feedback and opportunities for advancement.

Crystal clear focus: Our team focuses on some of the most important and urgent issues of our times – from abortion rights, voting rights and democracy, LGBTQ+ rights, criminal legal reform, immigrant rights, border justice, and racial justice.

Our team is amazing: You will be working with incredibly dedicated, smart, and caring people who know how to have fun while getting a lot done in a low-ego environment. In addition to your Arizona colleagues, you will become part of a national network of ACLU staff in all 50 states plus D.C. and Puerto Rico!

How to Apply

Email your resume, cover letter, two professional references, and 3 to 6 original work samples to jobs@acluaz.org. Include “Communications Strategist” in the subject line. In your cover letter, please tell us how you learned about the job, how your qualifications make you the right person for this job, and about your interest and experience with civil rights, liberties, and social justice. Work samples should demonstrate your skills and qualifications related to the position and meet the following guidelines:

- **3 required writing samples:** written pieces between 250 and 1500 words that demonstrate your ability to write clear, compelling copy for a public audience. Samples can include press releases, website copy, op-eds, news articles, blog posts, email marketing campaigns, written reports, and more.
- **Up to 3 additional samples (optional):** work that demonstrates strategic planning, visual communications, short form writing, graphic design, or multimedia skills. Samples can include campaign plans, social media posts, interactive webpages, printed material, videos, and more.

All attachments should be in Word or .pdf format. Large files or web-based media should be shared as clickable links in a Word or .pdf document. If any work samples submitted were created collaboratively, please include a written explanation of your individual contribution to the project.

No phone calls or walk-ins, please.

The ACLU of Arizona undertakes inclusive strategies in its recruitment and employment efforts to ensure that persons with disabilities have full opportunities for employment in all positions. We encourage applicants with disabilities who may need accommodations in the application process to contact jobs@acluaz.org.

Deadline: Applicants must apply by **May 11, 2025**.

The ACLU of Arizona is an equal opportunity employer. We value a diverse workforce and an inclusive culture. We encourage applications from all qualified individuals without regard to race, color, religion, gender, sexual orientation, gender identity or expression, age, national origin, marital status, citizenship, disability, veteran status, and record of arrest or conviction.