



Job Description *Communications Strategist* *(Exempt)*

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 creates, develops, and strengthens message narratives to engage our supporters and other target audiences to protect and expand civil rights and liberties, and illustrate the value and impact of the ACLU of Arizona’s transformational work. Through our messaging, engagement with newsmakers, our written content, branding, and visual identity, we encourage support for the ACLU of Arizona’s vision and mission.

POSITION OVERVIEW:

The Communications Strategist will be responsible for developing and executing communications strategies that advance the ACLU of Arizona’s work in priority issues areas, among them criminal justice reform, reproductive freedom, LGBTQ+ rights, immigrants’ rights, and advancing democracy.

They will work closely with ACLU of Arizona organizers, communications, legal, policy, and development staff on cases, advocacy projects, and campaigns in support of ACLU of Arizona’s “integrated advocacy” model that unites legal, policy, organizing, and communications for maximum impact.

The Communications Strategist will not be responsible for supervising paid staff but may supervise volunteers, interns, and consultants. The position is full-time and based in Arizona.

Location: Arizona; Phoenix preferred.

Salary range: \$65,000-\$75,000 DOE.

Deadline to Apply: Saturday April 13, 2024.

Supervision: This position reports directly to the Communications Director.

Classification: Full-time, exempt.

POSITION RESPONSIBILITIES:

Job responsibilities include but are not limited to:

Develop and execute strategic communications plans that advance ACLU of Arizona’s priorities.

- Create multi-faceted, both short- and long-term, communications plans and strategies which include goals, target audiences, messaging, media relations strategies, for all digital platforms and earned media, to advocate, educate, motivate, and influence target audiences on key ACLU of Arizona issues.
- Produce communications content, including talking points, news releases, op-eds, letters to the editor, blog posts, backgrounders, social media content, videos, infographics, interactive web features, and social media content.
- Participate in integrated advocacy by working with cross-functional teams (legal, advocacy, organizing) to shape communications plans for ACLU of Arizona initiatives to maximize their communications value and effectiveness, as well as the visibility of the ACLU of Arizona.

Campaign communications

- Develop and execute campaign communication strategies in collaboration with campaign teams designed to advance ACLU priorities through 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.
- Lead the development of a robust and high impact earned media campaign strategy, including drafting press releases, media advisories, opinion pieces, and other earned media assets.

Media Relations

- Prepare staff, volunteers, and other spokespeople for media appearances on behalf of the organization.
- Build and sustain constructive working relationships with key individuals—reporters, producers, and editors—at print, television, and digital media outlets throughout Arizona.
- Act as an ACLU of Arizona spokesperson when necessary.
- Draft op-eds, press releases, letters to the editor, statements, internal memoranda, briefings, message guidance, fact sheets, and other materials.
- Collaborate closely with the Communications Coordinator on digital campaign content strategy, data metric review analysis, asset creation, and paid digital ad plans to further the communications goals.

Reporting and administrative duties: Maintain well-organized and up-to-date files and records. Track information and provide timely, clear reports on communications or other organizational activities, and complete and execute work plans.

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 as well as our goals, plans and work with volunteers, leaders and partners.

QUALIFICATIONS

Desired qualifications are described below. Consideration will be given to individuals who may not meet the listed qualifications but demonstrate strong skills, knowledge, and potential.

- 3-5 years of professional experience in one or more of the following areas: media, strategic communications, digital communications, and public relations.
- Preferred Bachelor's degree in Communications, Marketing, and/or Journalism.
- Relevant experience may include public relations, journalism, and/or media relations training in a professional setting such as a college-based PR lab or news bureau.
- Demonstrated commitment to the mission, vision, and goals of the ACLU of Arizona.
- Strong written and oral communication skills, including ability to write clean, compelling copy on-deadline for a variety of digital formats and audiences, and to adapt talking points and messaging into both breaking news and longer-term campaigns.
- Excellent computer skills, including proficiency with: Microsoft Office technology (Word, Excel, and Outlook); Twitter, Facebook, Instagram, and emerging social media platforms; social media listening, analytics, and management tools; and website and email management and analytics tools.
- Working knowledge of website content management systems including Drupal and Wordpress.
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- Familiarity with PR software such as Cision and Meltwater.
- Avid consumer of news and information with ability to analyze and synthesize ideas and facts 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 not required but preferred.

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 the hours of 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 the essential functions.

- Inputting information into a computer for long periods of time.
- Work some evenings, weekends, and holidays.
- Periodically work long and extended hours.
- Regular travel across the state of Arizona as needed.

This job description provides a general but not comprehensive list of the essential responsibilities and qualifications required. Please note that some in-person attendance at the office is required, however most day-to-day work can be done remotely.

Why work for the ACLU of Arizona?

Time off: Staff get 15 vacation days their first three years; 20 days after four years. We offer an additional 17 days off for holidays and personal days.

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 two samples of relevant work (samples can include written material, flyers/brochures, press release, social media graphics) to jobs@acluaz.org. Include “Communications Strategist” in the subject line and how you heard about the position. In the cover letter, in addition to your qualifications, please make sure to answer the following questions:

1. Why you are interested in working at ACLU of Arizona; and
2. How have you demonstrated a commitment to equity, diversity, inclusion, and belonging in your professional work?

No phone calls or walk-ins, please.

The ACLU of Arizona undertakes inclusive strategies in its recruitment and employment efforts to assure 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 Saturday April 13, 2024.

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.