



## **Director of Communications**

The Lawyers' Committee for Civil Rights Under Law invites applications for the position of Director of Communications. The Lawyers' Committee is one of the nation's leading national civil rights legal organizations, with the principal mission of fighting racial discrimination faced by African Americans and other racial and ethnic minorities. The Lawyers' Committee was formed in 1963 at the request of President John F. Kennedy to enlist the private bar's leadership and resources in combating racial discrimination and the resulting inequality of opportunity.

The Director of Communications will spearhead and drive the organization's multi-tiered communications strategy, helping to amplify its position as a leading organization on racial justice. Ideal candidates will demonstrate a commitment to racial justice and social justice; bring relationships with media and news outlets; and possess strong initiative and drive, with a track record of success and impact as a media professional. The Director of Communications will assist in developing and executing the organization's communications plan and focus on leveraging the organization's expertise and voice in the current environment. Highlighting the organization's mission, its extensive work to combat injustice, its impact across the country, its expertise on racial justice matters and its wins inside and outside the courtroom are the underlying goals of this critical work.

The Director of Communications develops and implements an effective and comprehensive communications strategy that includes press outreach, online advocacy, social networking, public events and publications. The Director manages, motivates and mentors a team of communications professionals and works closely with Attorneys and Organizers on staff to reach the organization's goals. The Director supports the Executive Director through the cultivation of strategic media relationships, development of messaging on rapidly changing and complex issues, and drafting talking points. The Director also works closely with the Director of Development to ensure coordination on public appeals and campaigns that further amplify the organization's work.

The Communications Director will be a part of the organization's management team, and will work under the supervision of and in close collaboration with the Executive Director and with other program directors. The Communications Director will supervise the Communications Department, which currently includes the Media Relations, Digital Media Managers, and Writing Associate.

### **Specific Duties and Responsibilities:**

- Strategic planning for communications;
- Manage, develop and motivate Communications staff and interns;

- Position the Lawyers' Committee as a thought leader;
- Oversee all aspects of the Communications team's work;
- Craft and implement high-impact and effective media campaigns for promoting the organization's work, values, principles, wins and its work inside and outside the courtroom;
- Pro-actively seize on interview and speaking opportunities for staff to help showcase the organization's work, expertise and voice on racial justice matters. Identify periodic media training opportunities for staff;
- Support and work closely with the President/Executive Director;
- Pitch Board members for media opportunities to leverage their expertise and collaboration with staff on civil rights matters;
- Collaborate with the Development Team, particularly on external facing materials such as fundraising appeals, and help to generate ideas to expand the organization's audience and its supporters;
- Maintain organizational brand standards and organizational identity across communications;
- Oversee online communications and social media strategy. Ensure that the organization is implementing an eye-catching social media strategy that builds the organization's stature online;
- Create and release publications and other collateral materials, in collaboration with attorneys and staff;
- Recognize the power of story-telling and a desire to implement strategies that highlight the communities impacted by the organization's racial justice work;
- Track and monitor the outcomes of media initiatives to help determine impact and to help refine strategy;
- Monitor new trends in a rapidly evolving media industry and identify strategies that keep the organization's communications efforts on the cutting edge;
- Be creative and pro-active in identifying messaging opportunities;
- Write and edit op-eds, newsletters and weekly bulletins;
- Implement a plan to ensure off-hour coverage of the organization's work in an increasingly fast-paced and rapidly evolving news cycle; and
- Demonstrate a commitment to diversity and inclusion within the office using a personal approach that values all individuals and respects differences with regard to race, ethnicity, age, gender identity and expression, sexual orientation, and religion.

### **Minimum Qualifications:**

- Minimum 7 years of relevant experience in press, communications or media;
- Established relationships and ability to build relationships with reporters, editors, and media outlets;
- Leadership, supervisory or project management experience;
- Ability to lead and motivate a team, and an ability to collaborate with staff across the office;
- Excellent writing and editing skills;
- Strong attention to detail and a commitment to excellence;

- Solid and well-articulated commitment to social justice;
- Track record as a problem solver with the ability to manage multiple priorities;
- Familiarity with online tools including Cision, Canva and WordPress, in addition to social media sites including, but not limited to, Twitter, Instagram, Facebook and LinkedIn;
- Ability to thrive in a fast-paced and dynamic environment;
- Ability to shepherd projects from inception to completion;
- Ability to translate complex concepts for broad audiences; and
- Desire to work in an environment that is committed to diversity and inclusion.

**To Apply:** Please submit a cover letter and resume to <https://podio.com/webforms/22728089/1608116>. No calls will be accepted. The position will remain open until filled and applications will be reviewed on a rolling basis. Salary is competitive for a nonprofit legal organization. Benefits will be provided.

The Lawyers' Committee does not discriminate on the basis of actual or perceived race, religion, color, national origin, ancestry, disability, medical condition, marital status, sex, age, sexual orientation, gender identity or expression, family responsibility, personal appearance, genetic information, matriculation, political affiliation, or any other status protected under law.

We strongly encourage candidates of color and candidates from underrepresented communities to apply.

**Accessibility Assistance:** Although calls will not be accepted regarding questions about the position, if you are an individual with a disability and need assistance completing the online application, please call 202-662-8600 and ask for an applicant accommodation or send an email with the subject line "Applicant Accommodation" to [kcoates@lawyerscommittee.org](mailto:kcoates@lawyerscommittee.org).