

JOB ANNOUNCEMENT:

Communications Director - Center for Media Justice (CMJ)

National Position based in Oakland, CA*

*(*Remote work is possible for the right candidate, preferably based in Los Angeles, DC, or NY, but could work from anywhere in the US)*



Applications due: Friday February 9, 2018

The Opportunity:

The next five years may determine whether we regress to a state of digital apartheid, or whether we make advances toward digital equity and racial and economic justice. CMJ's new Communications Director can help us determine this future by amplifying grassroots voices, leading narrative shifts, and positioning CMJ as a thought and action leader in the intersecting fields of media policy, digital equity, and racial and economic justice.

The Center For Media Justice has won significant media policy victories over the past decade, and we need the right Communications Director to amplify our work and take it to the next level. Whether it's leading racial justice framing and messaging to defend an open Internet, implementing national presswork against high-tech surveillance of Black and Muslim communities, or coordinating network-based digital tactics to promote technology-based criminal justice reform, the new Communications Director has the opportunity to flex multiple skill sets in the service of one of the most important civil rights movements of our time.

The Right Fit:

Working with Executive Director Malkia Cyril, National Organizer Steven Renderos, and the Media Action Grassroots Network (MAG-Net) this is an opportunity for someone who is already a communications rock star or someone who is looking for their chance to shine to join an all-star team of media justice organizers seeking to end institutional racism and poverty. It is a job that will bring deeply satisfying rewards if you thrive off dynamic relationship-building and high-profile policy and culture change.

To be a good fit for this job, you must thrive in environments that demand independent creative thinking, fast-moving teamwork, and high-stakes judgement calls. You must be a quick and agile learner with hustle for hard work in the bones. And you must be an effective campaign strategist passionately committed to racial and economic justice, have the skills to create movement-driven narrative change, and be a natural interpersonal communicator who can effectively manage teams of staff and consultants to achieve concrete goals.

Required Skills, Experience, and Abilities

- 5+ years demonstrated success developing and implementing short and long-term organizational and campaign-based communications strategies and plans
- 3+ years experience coordinating teams of people to achieve communications goals

- Experience supervising staff and managing contractors including technical, research and creative consultants
- Demonstrated experience leading framing, messaging and narrative development that centers racial and economic justice
- Demonstrated effectiveness with all aspects of presswork (creating media advisories and press releases, pitching to and building relationships with reporters, training spokespeople etc.)
- Experience with developing and implementing digital strategies and tactics across digital platforms
- Demonstrated clear and persuasive writing skills
- Experience developing and driving list-building strategies and managing CRM databases
- Ability to travel a minimum of five times annually, work nights and weekends as needed
- Ability to effectively engage communities of color and other underrepresented groups

Preferred Skills and Experience:

- Experience engaging membership in communications work
- Experience leading communications trainings
- Familiarity with organizational capacity building for communications
- Experience hiring communications staff
- Success in leading grassroots fundraising strategies.
- Familiarity with media rights, access, or representation issues.
- Familiarity with grants management processes, writing grant proposals and reports
- Experience with Powerbase, Nationbuilder, Cision, and Basecamp
- Bilingual written and verbal skills in Spanish/English

The Position

The Communications Director is a 40 hour/week, full-time exempt position, and is supervised by the Executive Director of the Center for Media Justice. Salary is between \$70,000 and \$75,000 DOE with full medical, dental and vision benefits, optional 401(k), a substantial vacation package, and a quarterly personal wellness stipend.

Key Responsibilities:

- Partner with ED to lead three-year and annual communications planning
- Lead six-month and short term project-based communications planning
- Lead organizational and network branding
- Manage communications team
- Facilitate campaign-based framing, messaging and narrative development
- Pitch and place high-impact earned stories and perspective pieces that advance the work of the organization and network
- Develop relationships with reporters and culture influencers
- Develop and manage communications infrastructure including editorial calendar, press database, spokesperson database, media evaluation, and interview intake systems

- Build the skills of core staff and member spokespeople
- Provide monthly reporting on digital analytics of action center, website and social media engagement, page-views, and other relevant insights and trends; incorporate data into digital components of communications plans
- Oversee maintenance and use of Powerbase and NationBuilder
- Partner with the Leadership Team to develop an annual grassroots fundraising plan
- Coordinate grassroots fundraising tactics
- Work with appropriate staff to manage development, distribution and maintenance of all online and print marketing materials for the organization, donors and programs including e-newsletters and direct/email activities.

Our preference is to have the Communications Director based in our primary office in Oakland, CA. For the right candidate, we will consider remote work from Los Angeles, DC, or NY (preferred), or even other locations in the US if necessary. Position to start no later than March 15, 2018. Applications due: February 9 2018.

To Apply

Please submit your resume, a writing sample, additional materials demonstrating your experience with communications strategy, digital organizing, and fundraising; and a cover letter expressing why your experience, skills, commitment, and vision make you the right candidate to support and grow the power of the Center for Media Justice. Materials should be sent to jobs@mediajustice.org with the subject line "Communications Director." Please send PDFs only.

People of color, women, formerly incarcerated people, LGBTQ individuals, and progressive visionaries are encouraged to apply.

The Center for Media Justice

The Center for Media Justice (CMJ) is a national media justice organizing and training collaborative led by and for underrepresented communities, and home to our signature project, the Media Action Grassroots Network (MAG-Net). Our mission is to win media rights, access and representation for a more just and participatory democracy. To achieve this mission, we organize a national action network of affiliated organizations, deliver leadership training in communications and cultural organizing, and publish content that elevates the voices of underrepresented communities in debates on media, arts, and technology.