



**JOB TITLE:** Campaigns Communications Strategist  
**TEAM:** Communications  
**REPORTS TO:** Director of Strategic Communications  
**FLSA STATUS:** Exempt  
**LOCATION:** Richmond, VA  
**DATE:** June 2019

## **JOB SUMMARY**

The Campaigns Communications Strategist will play a key role in bolstering the ACLU-VA visibility across the Commonwealth. The Campaigns Communications Strategist provides communications support to achieve goals of the ACLU-VA's priority campaigns. The Campaigns Communication Strategist will work closely with the affiliate's advocacy team, which is principally responsible for top tier campaign outcomes, to design communications strategies, and with other members of the communications team on tactical execution.

## **RESPONSIBILITIES**

### **Campaigns Communications Strategy**

- Work with the advocacy team to research appropriate audiences, messaging, and communications delivery mechanisms to support campaign goals;
- Develop measurable communications plans to support campaign goals;
- Implement communications campaigns plans in coordination with the advocacy team;
- Evaluate the effectiveness of campaign communications efforts to determine their success and refine plans;
- In coordination with the advocacy team, develop measurable communications plans to integrate with other aspects of the advocacy campaigns, including legislative efforts and grassroots lobbying;
- Coordinate with coalition members and other organizational partners on communications efforts; and
- Coordinate with other members of the communications team on development and execution of communications tactics.

### **Outreach and Coordination**

- Work with the advocacy, communications and development teams to coordinate the affiliate's presence at community events, local Pride events, vending at conferences and exhibitions, as well as other affiliate-sponsored events, such as regional member forums, an annual meeting, film screenings, candidate forums, panel discussions, etc.;
- Develop promotional strategies to support such events;
- Work with advocacy and development teams to identify and seek out strategic speaking engagements for staff and Board members that would support campaign goals, and participate in scheduling process overseen by Strategic Communications Manager; and
- Work with Communications Associates on producing print, digital and multimedia materials that support campaign objectives.

### **Mainstream News Media**

- Identify mainstream outlets and reporters particularly interested in campaign related stories, assist with story pitches and triage inquiries from reporters;
- Support media relations related to campaigns, including writing and disseminating press releases, pitching stories to targeted reporters, drafting talking points and message grids, making statements, arranging interviews with ACLU-VA spokespersons, and coaching spokespersons; and
- Assist Strategic Communications Manager in identifying campaign related stories that should be included in daily news clips.

## **MINIMUM REQUIREMENTS**

- A commitment to the mission and goals of the ACLU, and to racial justice and civil rights issues and an understanding that these issues are central to overall protection of civil liberties.
- Working knowledge and basic understanding of civil liberties issues and advocacy strategies.
- Knowledge of the print and online media landscape.
- Proficiency with office technology and information systems, including online communications, word processing and Adobe Creative suite.
- Experience with and comfort using online media and tools, including social media.
- A keen eye for design, page layout, and general presentation.
- Willingness and availability to work occasional evenings, weekends, and/or over 40 hours per week as necessary.
- Willingness and ability to travel throughout Virginia, and occasionally to other states for conferences and training.
- A commitment to diversity, equity and inclusion, to refrain from unlawful discrimination and to comply fully with all applicable laws; a personal approach that values the individual and respects differences of race, ethnicity and national origin, age, gender, sexual orientation, gender identity, religion, ability and socio-economic circumstance, and able to work with diverse individuals within the organization and broader community.

## **ESSENTIAL SKILLS & ABILITIES**

- Excellent writing, speaking and analytical skills.
- Strong organizational skills and ability to plan.
- Strong self-motivation; ability to meet tight deadlines; adaptability.
- Ability to manage multiple and competing projects and priorities.
- Ability to work independently and collaboratively with diverse communities and people.

## **DESIRABLE EXPERIENCE, SKILLS & ABILITIES**

- Significant work experience in communications or related field.
- Experience working at an organization with an integrated advocacy model where legal, legislative, education and advocacy tactics are used collaboratively and cohesively to achieve results.
- Substantive knowledge and understanding of constitutional law, civil rights and civil liberties issues.
- Experience serving as a spokesperson for campaigns or organizations.
- Experience in the non-profit sector.

- Ability to speak and/or write in Spanish, Korean, Vietnamese, Tagalog, Arabic or other language spoken by a language minority in Virginia.
- Valid Virginia Driver's license.

#### **EQUIPMENT USED**

- Computer, phone, copier, scanner, fax machine.

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_

Accepted by: \_\_\_\_\_ Date: \_\_\_\_\_

**DISCLAIMER:** Nothing in this job description restricts the Executive Director's right to assign other duties or responsibilities to this job at any time.

**The ACLU of Virginia is an equal opportunity employer. We value a diverse workforce and an inclusive culture. The ACLU of Virginia encourages applications from all qualified individuals without regard to race, color, religion, gender, sexual orientation, gender identity and expression, age, national origin, marital status, citizenship, disability, and veteran status and commits to comply with all applicable equal opportunity and nondiscrimination laws and to refrain from unlawful discrimination.**