



JOB TITLE: Communications Associate

TEAM: Communications

REPORTS TO: Senior Communications Manager

FLSA STATUS: Non-Exempt

LOCATION: Richmond, VA

DATE: October 2020

JOB SUMMARY

The Communications Associate will play a key role in execution of communications strategies that maximize ACLU-VA's statewide impact and its ability to achieve its mission and established goals and objectives and that bolsters the ACLU-VA visibility across the Commonwealth. The Communications Associate will work closely with the affiliate's advocacy, legal and development teams and other members of the communications team to meet the strategic goals of the organization. The Communications Associate will use skills and expertise in traditional and online communications, creative content, and public relations.

RESPONSIBILITIES

Communications Strategy

- Participate in the development and execution of strong, well-designed, well-defined strategic communications plans and programs that advance the goals and objectives of the advocacy, legal, and development teams and empower members, supporters and the public to help ACLU-VA achieve its mission and strategic policy objectives;
- Participate in developing metrics to measure the success of implemented communications plans in achieving stated goals;
- Assist in defining appropriate audiences, messaging, and communications delivery mechanisms to support ACLU-VA goals;
- Develop, write, edit and produce communications materials as assigned including major reports, know your rights materials, annual report, legislative and litigation reports, development collateral, membership communications, and other publications, including newsletters.

Media Relations

- Share "on call" duties to respond to external events and inquiries from the public during non-business hours;
- Produce daily news clips for staff and board members;
- Assist in maintaining targeted mainstream news media lists;
- Write press releases, talking points and message grids.

Digital Media

- Develop website content, including blogs, press releases, action alerts, legislative work, and other collateral; support reviewing, updating, and removing website content, when appropriate;
- Manage the blog writing and editing process for staff and guest contributors;
- Manage and produce daily content for social media platforms;
- Help build social media audiences and strengthen digital networks;
- Assist in engaging with online followers and communities;
- Assist in developing internal reports on ACLU-VA social media metrics and analytics to share the impact of

communications efforts and identify opportunities to enhance online engagement.

Content Production and Management

- Manage relationships with vendors such as designers and printers in collaboration with the operations team.

Outreach and Coordination

- Support the Senior Communication Manager in developing a strategic calendar of events and public speaking engagements by conducting research for potential speaking opportunities that help meet ACLU-VA goals and objectives, managing speaker request intake, and coordinating logistics with internal speakers;
- Work with the advocacy, communications and development teams to identify opportunities for and 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 discussion and other event that advance ACLU-VA's goal;
- Develop promotional strategies and coordinate with the operations team to manage branded items and giveaways at such events;
- Coordinate the affiliate's presence at such events, including production of talking points, speeches, blogs and other content to support others in communicating about ACLU-VA goals.

MINIMUM REQUIREMENTS

- Experience translating communications and/or marketing theory into communications practice;
- Knowledge of the online media landscape;
- Strong social media competency, particularly Facebook, Twitter and Instagram;
- Working knowledge of social media tools such as Hootsuite, Canva, and TweetDeck;
- Proficiency with office technology and information systems, including online communications, word processing and potentially, Adobe Creative suite;
- A keen eye for design, page layout, and general presentation;
- 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 the overall protection of civil liberties;
- Interest in understanding civil liberties issues and advocacy strategies;
- 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; and
- 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

- Strong written communications, copy editing, and analytical skills;
- Ability to communicate effectively with large and small audiences, in meetings, and in one-on-one conversations;

- Strong organizational skills and ability to plan;
- Strong self-motivation, ability to meet tight deadlines, and adaptability;
- Ability to manage multiple and competing projects and priorities;
- Ability to be resilient – understanding that working towards systemic change is a marathon and not a sprint; and
- Ability to work independently and collaboratively with diverse communities and people.

DESIRABLE EXPERIENCE, SKILLS & ABILITIES

- Experience working collaboratively across organizations to achieve organizational goals;
- Ability to produce graphics, video, and other digital assets;
- 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; and
- Valid 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.