



**COMMUNICATIONS MANAGER
LOCATED IN AUSTIN, TEXAS**

Are you ready to help transform Texas' youth and criminal justice systems?
Are you passionate about supporting families and fostering safer communities?
Do you have first-hand experience that could inform our work and advance our mission?
If so, the Texas Criminal Justice Coalition (TCJC) could be the place for you!

TCJC is a non-profit, non-partisan policy reform and advocacy organization that believes every person has inherent worth and can contribute to a vibrant, safe community. As such, we encourage applicants with diverse backgrounds to apply. We are driven by our values (shared on our website) which inform our goals and shape our daily interactions. We provide research and other resources to policy-makers, practitioners, key organizations, and community members to promote responsible and fair youth and criminal justice policies in Texas. We develop alliances and build coalitions among grassroots and grassroots communities, including unlikely allies and impacted communities, to strengthen opportunities for reforms.

TCJC seeks an Austin-based Communications Manager to join us in advancing our mission. This position will lead communication efforts, expanding TCJC's capacity to reach a larger audience on criminal and youth justice issues, by coordinating internal and external communications, and liaising with high-profile stakeholders and the media to build and maintain a coalition of supporters. The Communications Manager will be responsible for day-to-day production of communications materials involving media, strategic partners, funders/donors, and the public. Some essential job functions include:

1. Developing, in collaboration with the TCJC team and other partners, a "Texas story" and narrative to transform Texas' justice systems;
2. Coordinating and implementing a year-round communications plan, while ensuring quality work as well as deadline and budget adherence;
3. Creating a story-bank as a communication resource to share the true impact of the justice system on people's lives, and to inspire energy and enthusiasm for our strategy, proposals, values, and brand;
4. Managing our websites, email campaigns, and social media presence to maintain and build consistent attention for our efforts among key stakeholders and supporters; and,
5. Designing and executing communications strategies in a dynamic environment on a limited budget, with a focus on advancing TCJC's mission.

MINIMUM REQUIREMENTS:

You must thrive in a collaborative environment and have a demonstrated commitment to the social justice movement. Qualified applicants will have a bachelor's degree and a minimum of three years of prior communications, marketing, public relations/affairs, and/or journalism experience. Additional years of experience may substitute for the degree requirement. Additionally, qualified applicants will have the following characteristics:

- Experience in creating and implementing a communications plan that incorporates an understanding of the political landscape, the media cycle, and key policy goals and strategies, as well as regularly measuring the impact of the communication efforts.
- Broad understanding of youth and criminal justice system issues, including how the systems impact individuals, families, and communities, with a keen ability to anticipate communication needs and develop effective messaging that advances system solutions.
- Exceptional ability to complete tasks thoroughly under tight deadlines, both independently and collaboratively with a diverse range of partners.
- Strong verbal communication skills with a high level of comfort in reaching out to media contacts, coalition partners, and key community leaders to build networks, pitch stories, organize interviews, and disseminate information.
- Excellent writing skills, with a strong attention to content accuracy and issue framing, to ensure effective messaging in a variety of communications, including (but not limited to): drafting op-eds, press releases, newsletter content, public education materials, media quotes, and event announcements.
- Experience in digital marketing, including website management (using simple content management systems), email campaigns (such as MailChimp), and social media platforms (Facebook, Twitter, etc.) to effectively inform and engage decision makers, our partners, and the public in reform efforts.
- Proven ability to identify and coordinate contacts and spokespersons across Texas, including unlikely allies, that could effectively deliver messages to audiences we need to reach.

ADDITIONAL PREFERRED QUALIFICATIONS:

Communications experience related to Texas' youth and criminal justice issues, as well as experience in spearheading communications campaigns, will be preferred. Strong candidates will also have the following characteristics:

- Keeps current on new and emerging trends in communications strategies and exhibits the enthusiasm to pilot innovative strategies, yet is comfortable receiving feedback and being flexible as needed.
- Strong emotional intelligence for building relationships and having difficult conversations with internal and/or external stakeholders. Ability to operate effectively with all levels of an organization.
- Ability to develop graphics for use in brochures, reports, newsletters, social media, and websites.
- Ability to manage and grow media and outreach contact lists to ensure a timely and efficient process for disseminating important information.
- Ability to coordinate and provide media training for program staff and partners, as needed.

COMPENSATION AND BENEFITS:

TCJC will provide an annualized salary of \$48,000-\$52,000 per year, commensurate with experience. TCJC offers the following benefits: health, dental, life insurance; 401K retirement services; 15 paid holidays; and, 30 days paid time off, including vacation, sick, and personal time.

We offer ongoing professional development and training, and an inclusive work environment for you to grow personally and professionally.

PHYSICAL DEMANDS:

- Ability to sit for an extended period of time (7+ hours).
- Ability to look at a computer screen for an extended period of time.
- Available long hours to help our team meet rapidly developing media needs.
- Available after hours to assist with social media updates.
- Must be able to occasionally lift and/or move up to 10 pounds.
- Ability to receive and give detailed information through oral communication.
- Have close visual acuity to perform activities such as proofreading, copy editing, and expansive reading.
- Some travel is required. To meet the travel requirements of this job, this job requires that employee have the physical and mental ability to drive a vehicle for long enough to reach any area in Texas with reasonably short breaks. It also requires that the employee have the ability to fly as a passenger in an airplane as needed.

APPLICATION:

Ready to join our fight for justice? Send us a cover letter, résumé, and an op-ed that you've authored by email to jobs@TexasCJC.org. Please note "Communications Manager" in the subject line.

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The Texas Criminal Justice Coalition is an Equal Opportunity Employer. All qualified applicants will be considered based on individual qualifications, without unlawful discrimination based on race, color, creed, national origin, sex, sexual orientation, age, disability, familial status, military status, and any other protected class. We value diversity and encourage people of color, LGBTQ applicants, and people with prior justice system involvement to apply.