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JOB ANNOUNCEMENT

January 2024 Director of Digital Communications

Who We Are

Public Justice, a non-profit legal advocacy organization that takes on the biggest systemic threats to justice of our time – abusive corporate power and predatory practices, the assault on civil rights and liberties, and the destruction of the earth’s sustainability – is seeking to hire an experienced **Director of Digital Communications**.

Public Justice takes on the biggest systemic threats to justice of our time – abusive corporate power and predatory practices, the assault on civil rights, and the destruction of the earth’s sustainability. We connect high-impact litigation with strategic communications and the strength of our partnerships to fight these abusive and discriminatory systems and win social and economic justice.

In particular, we ensure access to the civil justice system, protect the civil rights of students, boldly lead efforts to reform the industrial agriculture system, fight to end modern-day debtors’ prisons, enforce the nation’s most important environmental laws, and much more.

What We Are Looking For

The incumbent selected for the **Director of Digital Communications** will be responsible for executing digital messaging, outreach and education campaigns in support of the litigation, public education and advocacy work of the organization, and growing and maintaining Public Justice’s visibility among key constituencies.

The Director of Digital Communications reports to Public Justice’s Vice President of Communications, Marketing and Branding and supervises the Digital Communications Associate.

This position is a full-time, exempt position and part of the organization’s Division of Communications, Marketing, and Branding. Public Justice is committed to onboarding and supporting the growth and engagement of team members who choose to work remotely. For

team members who seek to work in-office, we can provide an experience that supports in-person social interaction and collaboration in our hub cities of Washington D.C. and Oakland, C.A. or remotely from other parts of the country.

Key Responsibilities

1. Digital Strategy Development & Management:

- Develop and execute the Public Justice's digital communications plan, including media and other public education and messaging campaigns in support of Public Justice litigation and advocacy.
- Continuously evaluate emerging technologies and digital trends to identify opportunities for improvement.
- Collaborate with key stakeholders to ensure integration of digital communications into broader advocacy initiatives.
- Support the VP of Communications, Marketing and Branding in executing Public Justice's communications strategy, including helping to ensure messaging consistency across all external communications.
- Partner with the Development staff to ensure fundraising messages reflect organizational communications priorities and themes.

2. Team Management

- Manage, coach, and support the Digital Communications Associate, and manage the hiring, onboarding, and offboarding of staff and contractors when appropriate.
- Prioritize and assign tasks to the Digital Communications Associate, ensuring work is completed and deliverables are met.
- Establish and maintain necessary processes and standards for the digital communications team.
- Serve as primary liaison to web and design consultants.

3. Content Creation & Management:

- Oversee the creation and curation of compelling, high-quality digital content, including graphics, videos, and written materials.
- Manage and update external web and messaging platforms, including Public Justice's website, www.PublicJustice.net, as well as all social media channels, to ensure messaging consistency across all platforms.

4. Website & Social Media Management:

- Develop and execute Public Justice's social media campaigns to amplify the organization's message and engage target audiences.
- Monitor social media channels for trends, opportunities, and potential risks, and provide timely responses to inquiries and comments.
- Manage and optimize the Public Justice's website, ensuring it serves as an effective tool for communication and engagement.
- Implement Search Engine Optimization (SEO) strategies to increase organic visibility and drive traffic to the website.

5. Public Education:

- Edit and supervise content creation for Public Justice's monthly eNewsletter, and other eBlasts related to programmatic or communications work.
- Supervise work related to the organization's annual Trial Lawyer of the Year Award, including video production and editing.
- Identify and manage outreach to allied coalitions, including those focused on animal welfare and food safety, and arbitration and consumer rights.

6. Analytics and Reporting:

- Utilize analytics tools to measure the impact of digital communications efforts and provide regular reports to leadership.
- Identify key performance indicators (KPIs) and benchmarks to assess the success of digital initiatives.

Experience, Skills, & Qualifications

Experience:

Minimum of 5 years in communications, public relations, or marketing, with a preference for experience in non-profit organizations or government agencies.

Communication Skills:

Proven experience in communication, writing, and editing, with a demonstrated ability to project manage effectively.

Attention to Detail:

Exceptional attention to detail, ensuring accuracy and precision in all written and visual communications.

Collaborative Skills:

Self-motivated with a proven ability to work seamlessly as part of a team, fostering a collaborative and inclusive work environment.

Work Ethic and Initiative:

Strong work ethic, coupled with initiative, showcasing a proactive approach to challenges and tasks.

Creative Judgment:

Sound yet creative judgment, combining a strategic mindset with innovative thinking to enhance communication strategies.

Cultural Sensitivity:

Sensitivity to the needs and concerns of individuals and groups from diverse cultures, backgrounds, and orientations.

Leveraging Communication Platforms:

An understanding of how to effectively leverage various communication platforms and distribution channels for optimal exposure and impact.

Technical Proficiency:

Experience working with technical tools relevant to communications, marketing, and branding activities.

Demonstrated Leadership:

A demonstrable record of creative leadership in developing and implementing communications, marketing, and branding plans in collaboration with multiple audiences, both internal and external constituents.

Salary

We offer a mission-focused work environment, a teamwork and community-oriented approach, and a competitive compensation package. **The salary for this position is \$96,700 - \$117,700, commensurate with experience.**

Benefits

- Four-day workweek
- Flexible schedule
- Three weeks of paid vacation
- Two weeks of sick leave
- Two personal days each year
- All federal holidays and some local holidays off *(Public Justice acknowledges there are various religious and cultural holidays that are important to our team. We encourage team members to take any days necessary for observing holidays and celebrations that are central to their faith tradition or communities.)*

- Employer-sponsored health plan
- 401 (k) plan

How to Apply

Interested candidates please send a resume, cover letter, writing sample, and contact information for two references to Steve Ralls, VP, Communications, Marketing & Branding, with the subject line 'Director of Digital Communications' to sralls@publicjustice.net.

Applicants are encouraged to submit their materials by Thursday, February 1, 2024, at which point applications will be reviewed on a rolling basis until the position is filled.

Diversity, Equity, Inclusion & Access

We recognize that creating a truly equitable, inclusive, and diverse organization is an ongoing journey, and we're proud and excited to share our journey with you. Please visit the link below to read our Diversity, Equity, and Inclusion policy.

[Diversity, Equity, Inclusion & Access](#)

Public Justice is an equal-opportunity employer and values a diverse workplace. We are committed to providing an environment of mutual respect where equitable employment opportunities are available to all applicants. We strongly encourage applications from people with disabilities, people of color, including bilingual and bicultural individuals, LGBTQIA2S+ individuals, previously incarcerated individuals, people of all genders, veterans, and people of all ages. Public Justice is committed to providing reasonable accommodations to individuals with disabilities.

If you require reasonable accommodations during any part of the hiring process, please email mmediavilla@publicjustice.net.

A note to women and BIPOC Candidates:

Studies have shown that women, nonbinary people, and People of Color are less likely to apply for jobs unless they believe they meet every single one of the qualifications as described in a job description, despite the reality that applicants rarely ever meet 100% of the qualifications. We are committed to building a diverse and inclusive organization and are most interested in finding the best candidate for the role. That candidate may come from a background less traditional to our field of work, and that's okay!

We strongly encourage you to apply, even if you don't believe you meet every one of the qualifications described.