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## JOB ANNOUNCEMENT

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### January 2024 Media Relations Strategist

#### Who We Are

**Public Justice**, a nonprofit 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 **Media Relations Strategist**.

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 students' civil rights, 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 **Media Relations Strategist** role will be responsible for ensuring the organization's visibility through earned media placements, including within targeted communities. The Media Relations Strategist develops and executes media, messaging, and outreach strategies and campaigns that identify opportunities to introduce the organization's work to new constituencies and leverage national, community, and other media outlets.

The Media Relations Strategist reports to Public Justice's Vice President of Communications, Marketing, and Branding and works closely with other members of the Communications team.

This position is a full-time, exempt position and part of the organization's Division of Communications, Marketing, and Branding. This position is fully remote, allowing flexibility, and can be performed anywhere in the United States.

Public Justice is also committed to onboarding and supporting the growth and engagement of team members who seek to work in-office and can provide an experience that supports in-person social interaction and collaboration in our hub cities of Washington D.C. and Oakland, C.A.

### **Key Responsibilities**

#### **1. Cultivate and Foster Relationships:**

- Establish and maintain strong relationships with diverse media outlets and reporters, spanning national, regional, online, and community media within BIPOC, LGBTQ, women, and immigrant communities.

#### **2. Strategic Media Integration:**

- Identify and capitalize on current media stories intersecting with Public Justice's work, advising the communications team on opportunities to showcase organizational campaigns and cases within broader media coverage.

#### **3. Campaign Collaboration:**

- Collaborate with programmatic staff to shape media and messaging related to advocacy campaigns and the organization's case docket. Emphasize the organization's role within diverse communities and movements.

#### **4. Media Training:**

- Conduct media training for organizational spokespeople, including attorneys, Board Members, and clients, ensuring effective communication of their stories in interviews and written collateral.

#### **5. Content Development:**

- Draft, edit, and pitch organizational OpEds, blog posts, and public remarks to enhance Public Justice's presence in the media landscape.

#### **6. Web Presence Enhancement:**

- Regularly update website content to ensure a representative portrayal of constituents in Public Justice messaging.

#### **7. Real-time Social Media Response:**

- Identify breaking news opportunities on social media platforms, advising the communications team on responses and messaging strategies.

#### **8. Community Media Leveraging:**

- Utilize relationships with community media outlets to position Public Justice within targeted, allied movements strategically.

## **Experience, Skills, & Qualifications**

### **Experience:**

Minimum of 5 years of hands-on experience in media relations or a closely related field, with a preference for advocacy, nonprofit, or legal organizations.

### **Communication Skills:**

Experienced oral and written communication skills, demonstrated through a history of crafting impactful OpEds, pitching to editorial boards, and collaborating with programmatic staff on advocacy messaging and campaigns.

### **Media Placement Expertise:**

A proven track record of successful media placements, encompassing national media exposure. Strong expertise in building and maintaining relationships with reporters and various media professionals.

### **Collaborative Skills:**

Extensive experience working with diverse coalitions and spokespeople, showcasing a genuine commitment to incorporating values of diversity, equity, and inclusion into external messaging campaigns.

### **Work Ethic and Initiative:**

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

### **Messaging Expertise:**

Demonstrated expertise in messaging complex issues for the general public. Proficiency in working with messengers and spokespeople to develop compelling and accessible messaging strategies.

## **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 \$81,890 and \$93,760, 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 to observe holidays and celebrations that are central to their faith traditions 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 'Media Relations Strategist' to [sralls@publicjustice.net](mailto: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](mailto: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.