



National Headquarters 1620 L Street NW, Suite 630, Washington, DC 20036
West Coast Office 475 14th Street, Suite 610, Oakland, CA 94612

JOB ANNOUNCEMENT

February 2024

Students' Civil Rights Project Communications 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 **Students' Civil Rights Project Communications Strategist**.

Public Justice connects 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.

Public Justice's Students' Civil Rights Project (SCRP) combines high-impact litigation with other advocacy tools to combat harassment and other forms of discrimination in schools. The SCRP strives to create systemic change so all students can learn and thrive, and to secure justice for students who are denied educational opportunities based on their race, national origin, ethnicity, or sex, including sexual orientation, gender identity, and gender expression. Our unique strategy for effecting lasting, systemic change pairs innovative legal advocacy with a movement orientation that includes outreach, education, and mobilization efforts. The SCRP's work is rooted in, and steered by, our commitment to educational access, legal accountability, and youth empowerment.

What We Are Looking For

The person selected for the **SCRP Communications Strategist** role will be responsible for spearheading communications initiatives related to the Project's strategic vision and plan, including developing and executing strategies related to narrative shift; working closely with coalition partners; ensuring the Project's visibility through earned media placements, including within targeted communities; and shifting public understanding and opinion related to student civil rights and related policy issues. The SCRP Communications Strategist will develop and execute media, messaging, and outreach strategies and campaigns that identify opportunities to introduce the Project's work to new constituencies and build public awareness of the issues at the heart of the SCRP's mission and advocacy.

The SCRP Communications Strategist reports to Public Justice's Vice President of Communications, Marketing, and Branding and works closely with other members of the Communications team, as well as supports the Students' Civil Rights Project legal 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. Strategic Messaging Development:

- Partner with SCRP and communications team members, as well as partner organizations and leaders within allied movements, to develop strategic messaging campaigns for issues related to the SCRP's mission and strategic vision, including identifying opportunities and strategies for narrative change related to the Project's mission and coordination and management of outside vendors, such as public relations firms, polling experts and others.

2. Cultivate and Foster Ally Relationships:

- Establish and maintain strong relationships with coalition allies working to secure students' civil rights, racial justice, gender justice, and LGBTQ+ rights and work to strategically position SCRP leaders within targeted, allied movements.

3. Develop and Maintain Media Relationships:

- Establish and maintain strong relationships with reporters, editors and other media professionals, and leverage those relationships for earned media placements in support of the SCRP's litigation and advocacy efforts.

4. Strategic Media Integration:

- Advise the SCRP and communications teams on opportunities to showcase the SCRP's campaigns and cases within broader media coverage.

5. Campaign Collaboration:

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

6. Media Training:

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

7. Content Development:

- Draft, edit, and pitch SCRP OpEds, blog posts, and public remarks to advance our vision for justice and enhance the SCRP's presence in the media landscape.

8. Web Presence Enhancement:

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

9. Real-time Social Media Response:

- In partnership with Public Justice's digital communications team, identify breaking news opportunities on social media platforms, advising the team on responses and messaging strategies.

Experience, Skills & Qualifications

Experience:

Minimum of 8 years of hands-on experience in media relations or a closely related field, with a preference for advocacy, nonprofit, or legal organizations. Experience messaging civil rights and/or progressive advocacy issues is essential.

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, access 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 \$61,920.00 - \$76,680.00, 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 ‘SCRIP Communications Strategist’ to sralls@publicjustice.net. Applicants are encouraged to submit their materials by Thursday, March 28, 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 read our Diversity, Equity, and Inclusion policy, available [here](#).

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 encourage applications from all qualified individuals without regard to race, color, religion, gender, sexual orientation, gender identity or gender expression, age, national origin, citizenship or immigration status, disability, veteran status, record of arrest or conviction, or any other characteristic protected by applicable law. People of color, lesbian, gay, bisexual, queer, transgender and gender diverse people, women, people with abilities in multiple languages, immigrants, people living with disabilities, veterans, and formerly incarcerated individuals are strongly encouraged to apply.

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.***

Studies have shown that members of marginalized groups tend to underestimate their qualifications and are less likely to apply for jobs unless they believe they meet every single one of the qualifications 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.