



**POSITION ANNOUNCEMENT
COMMUNICATIONS STRATEGIST
ACLU OF MONTANA**

The American Civil Liberties Union of Montana seeks a dynamic team player to fill the position of Communications Strategist. This position will help amplify our work on a broad civil liberties agenda to the ACLU's membership, the public, and key policy makers with special emphasis placed on incorporating stories of the real lives impacted through our work. A multitude of communications strategies will be used, including digital, print, media relations, education campaigns, community outreach, and more.

The Communications Strategist will report to the Director of Philanthropy and Strategic Initiatives and work in close collaboration with the entire team, including Executive Director, Advocacy and Policy Director, Legal Director, other staff, board members, and clients / communities impacted by the ACLU's work.

BACKGROUND

The ACLU of Montana (founded in 1972) is an affiliate of the national ACLU (founded in 1920) and operates as a private, non-profit organization. (The ACLU of Montana and the ACLU of Montana Foundation are affiliated corporate entities that share the same mission, office space, and employees. This job posting refers collectively to the two organizations as "ACLU of Montana.") We are the state's largest and most influential civil rights organization, combining litigation, policy advocacy, communications, and organizing tactics to promote a broad range of individual rights and liberties. These include, but are not limited to, racial justice, criminal justice reform, digital and informational privacy, LGBT equality, reproductive justice, immigrant and refugee rights, and freedom of speech and religion.

The ACLU of Montana maintains a fast-paced and friendly work environment, with eight core staff and two offices located in downtown Helena and Missoula. Montana's beautiful state parks, wildlife, ski areas, rivers, and trails for hiking and biking are within easy reach. To learn more about the work of the ACLU of Montana, please visit <http://aclumontana.org>.

RESPONSIBILITIES

The Communications Strategist will preferably be based in Missoula and has the following specific responsibilities:

New Media

- Manage the online and electronic presence of the ACLU of Montana: generate content that is engaging, up-to-date, and results in measurable action; increase presence in

current digital channels; assess the most effective opportunities for expansion of channels.

- Manage and update the website.

Drafting and Publications

- Work in concert with senior staff to determine the overall framing of an issue and then routinely work independently to produce blog posts, op-eds, and talking points.
- Format and edit engaging ACLU of Montana printed materials that include: newsletters, legislative updates, know-your-rights materials, and substantive issue reports, among other materials. Manage production of publications, including editorial, design, and vendor direction.

Press Relations

- Write, edit, and produce compelling press releases.
- Pitch feature articles, interviews, etc., highlighting, as appropriate, ACLU of Montana clients and affected communities.
- Create opportunities for the primary spokespeople of the organization (the Executive Director, Legal Director, and Advocacy and Policy Director) to speak to the media and public.
- Build and sustain constructive working relationships with key individuals – reporters, producers, editors, editorial boards – in print, broadcast, and digital media outlets throughout Montana to increase opportunities for media coverage of the ACLU of Montana’s work.
- Expand and organize the ACLU of Montana’s media list; segment by interest, region, etc. Track earned media.

Community Outreach & Policy and Advocacy Communications

- In concert with the Advocacy and Policy Director, provide support for activist engagement tied to an advocacy campaign, legislative activities, or building organizational capacity for future work.
- Support online activities, such as email updates and action alerts, tied to activist engagement.
- Support community outreach and education efforts, such as mobilizing members and volunteers to make an ACLU of Montana presence at events and rallies, creating opportunities for the primary spokespeople to speak at public forums, and planning our own events.

Strategic Communications

- Support the “Faces and Stories of the ACLU Campaign” that personalizes complex constitutional rights and civil liberties work through sharing the stories of our clients and communities. Ensure that the personal narrative is highlighted in all our communications strategies, including training staff and volunteers on methods to gather stories and anecdotes from others.

- In concert with the Director of Philanthropy and Strategic Initiatives, help identify specific communications goals to promote the ACLU of Montana and conceive and implement strategies and tactics to reach the goals and measure progress. Examples of specific communications goals include growing our social media followers and action alert subscribers, pitching op-eds and stories each month to media outlets, and supporting staff / volunteers in community engagement activities.

General Staff

- Work collaboratively with the national ACLU communications team.
- Attend, as required, national and regional ACLU trainings and staff conferences and other ACLU of Montana functions, such as public events and Board meetings.
- Perform other related duties as assigned.

REQUIRED QUALIFICATIONS

- Bachelor's degree and at least two years of experience in journalism, communications, marketing, public relations, or a related field, or an equivalent combination of education and work experience, such as an AA degree and four years of experience;
- At least one year experience in advocacy-based or organizational communications work;
- Superb writing and editing skills, including the ability to produce publication-ready content on tight deadlines and for a wide range of audiences;
- Proven track record of managing media relations that results in meaningful earned media coverage;
- Demonstrated understanding of a broad range of civil liberties issues and a strong commitment to advancing the ACLU's values, mission, and goals;
- Experience creating and maintaining website and social media content;
- Ability to work independently and keep organized in a fast-paced environment, manage several projects simultaneously, and adjust strategy to frequently changing demands;
- A team-building, collaborative, and positive manner; and
- Proficiency with computers, in particular Windows and Microsoft Office Suite, including Excel and Powerpoint, as well as social media tools like Facebook.

PREFERRED QUALIFICATIONS

- Knowledge of HTML code, Drupal, Adobe InDesign, or video editing software;
- Experience working with diverse communities and coalition partners;
- Experience with the legislative process, political strategic planning, ballot measure campaigns, field organizing, and/or impact litigation as a public policy tool;
- Familiarity with event planning;
- Familiarity with working with vendors;
- Ability to work long hours and occasional evenings / weekends; and
- Ability to travel occasionally.

COMPENSATION and BENEFITS

Salary is commensurate with similarly situated nonprofit advocacy organizations, based on experience and qualifications. Salary range available upon request: email michellec@aclumontana.org. Excellent benefits offered, including health and dental insurance, a defined contribution retirement plan, and generous vacation, holiday, and medical leave policies.

APPLICATION PROCEDURE

All applications are treated confidentially. Submit a letter of interest; resume; relevant professional writing sample of no longer than 10 pages; salary requirements; and three professional references, identifying their relationship to you and including their email addresses and phone numbers. Email your application to Michelle Cares, Office Coordinator, at michellec@aclumontana.org or mail it to:

ACLU of Montana, Attn: Michelle Cares
P.O. Box 9138, Missoula, MT 59807

Please put "Communications Strategist" in the subject line of your email or on your envelope. Also, please indicate in your letter of interest where you saw this job posting.

DEADLINE

Applications will be reviewed beginning the week of March 6, 2017 and will be accepted until the position is filled.

The ACLU of Montana is an equal opportunity employer. We value a diverse workforce and an inclusive culture. The ACLU of Montana encourages applications from all qualified individuals without regard to race, color, religion, sex, gender identity or expression, sexual orientation, age, national origin, marital status, citizenship, disability, or veteran status.