



American Civil Liberties Union of Alaska Communications Director

The American Civil Liberties Union of Alaska is looking for a Communications Director to strategically and proactively increase the ACLU of Alaska's visibility across Alaska. You'll advocate for positive changes in the civil liberties landscape and grow the ACLU of Alaska's political power to energize the fight for civil liberties and protect our hard-won victories. The position is in Anchorage but may require periodic travel throughout the state. A member of the senior staff, you'll report directly to the Executive Director.

Who we are

The ACLU of Alaska is the Alaska affiliate of the national ACLU, the nation's oldest and largest protector of the Bill of Rights. We are Alaska's premier civil rights and civil liberties advocate, and are a nonprofit, nonpartisan organization that integrates litigation, public policy advocacy, public education, communications with the media and our members, and coalition building and grassroots organizing to defend and expand Alaskans' constitutional rights and individual freedoms. As part of the ACLU's 100th anniversary in 2020, and in the wake of the Trump administration's daily assaults on civil liberties, the ACLU of Alaska is embarking on its most ambitious advocacy yet, which includes eliminating discrimination against LGBTQ individuals, dramatically reforming the criminal justice system, paring back the national security state and strengthening the right to privacy, ensuring that all Americans can freely and easily vote, and defeating perennial attempts to restrict women's right to safe and legal abortions.

Your responsibilities

- **Strategy:** Conceive a broad vision for using communications to further the ACLU of Alaska's goals, and develop long- and short-term plans to execute that vision and measure progress. Determine ideal communications channels and tactics for distributing ACLU news, promoting advocacy campaigns, publicizing events, broadening ACLU audiences, and making civil liberties accessible and relevant.
- **Integrated Advocacy:** Collaborate deeply with colleagues in the legal and policy staff, as well as with national communications staff, to ensure communications and public education strategies and content support and serve the goals of the ACLU of Alaska's programmatic work. Work in partnership with relevant staff to co-produce

external communications on legal and policy issues, including legislative action alerts and fact sheets, talking points, letters to the editor, press statements, and op-eds.

- **Brand Management and Marketing:** Make sure that, through a consistent look and style, we're speaking with one coherent organizational voice. Smartly raise the profile of the ACLU and our issues by helping colleagues prepare presentations in front of key constituencies and intelligently distribute ACLU-branded merchandize.
- **Media Relations:** Own all aspects of media relations. Managing press releases and advisories, pitching stories to targeted reporters, fielding media requests, managing a media database, drafting talking points and message grids, making statements, and arranging interviews with ACLU spokespeople and coaching them. Monitor the media for opportunities to engage.
- **Digital Communications:** Own and innovate the online presence of the ACLU of Alaska. Lead colleagues to strategically generate online and email content that engages and yields measurable action.
- **Print Materials:** Develop, distribute, and maintain print materials. Provide editorial and design direction, handle quality control and proofreading, oversee production, and create and implement distribution plans.
- **Other Responsibilities:** As a member of the senior staff, work with the Executive Director, Director of Philanthropy, Legal Director, and Policy Director to participate in budget, donor, and planning meetings as needed, and other duties as assigned.

Qualifications

The ideal candidate:

- has a superb, deep relationship with the Alaska media and has successfully directed media campaigns and trained and coached spokespeople.
- developed and implemented communications strategies by balancing strategies and tactics, and has exceptional initiative, vision, and ambition to build a vibrant, strategic, proactive communications program.
- persuasively speaks and writes for print and online audiences, and easily edits the work of oneself and others to correct grammar and sharpen prose. Distills complex issues into exciting and useful messages and shares it with targeted audiences.
- flourishes in a team environment, being equally comfortable in lead and support roles.

- is creative and fluent with Microsoft Office and interactive design, website and social media management, and email marketing strategy. Proficiency with digital content management systems a plus.
- is passionate for, and has a well-articulated knowledge of, civil liberties and social justice, and a familiarity with the work and mission of the ACLU.
- works effectively with diverse coalitions and community groups across the political spectrum, and values differences of race, ethnicity, age, gender, sexual orientation, religion, ability, and socio-economic circumstances.
- has excellent problem-solving skills and a strong sense of ownership over tasks, including follow-through, and is willing to do what it takes to get the job done.
- is relentlessly positive and flexible.
- You'll also need to bring a strong commitment to excellence, an ability to work quickly but carefully, and a cutting-edge sense of humor!

Compensation

This is an exempt, full-time, at-will position. The salary range is \$60,000 to \$70,000 and includes excellent benefits, including health, dental, disability, and life insurance, a 401(k) plan with an employer-match, and generous vacation, sick, and holiday leave.

How to apply

If this seems like you, please email PDFs of your

- résumé;
- two writing samples, one that is traditional and one of online content, neither of which has been substantially edited by others;
- three professional references; and
- a cover letter describing why you think you'd be great at this job

to jobs@acluak.org with the subject "**Communications Director.**" Please state in your letter of interest how you learned of this position.

To be assured of consideration for the position, interested applicants should apply before 4:30 p.m. on July 10, 2019. Applications received after that date will be considered if the position remains available.

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