

POSITION AVAILABLE

Communications Associate for Media Relations

Justice Policy Institute

Washington, D.C.

www.justicepolicy.org

About the Organization

The Justice Policy Institute is one of the nation's leading non-profit research and public policy organizations dedicated to ending society's reliance on incarceration and promoting effective and just solutions to social problems. JPI is located in Washington, D.C. and works with advocacy organizations, citizens and policymakers across the country to promote progressive criminal and juvenile justice reforms and policies that increase community well-being. Please visit www.justicepolicy.org before applying.

OUR IDEAL CANDIDATE FOR COMMUNICATIONS ASSOCIATE FOR MEDIA RELATIONS:

S/he serves as JPI's principal contact with reporters, bloggers, and other key constituencies, and arranges interviews with and outreach to these audiences. S/he is an excellent strategist with experience in executing sophisticated communication plans. S/he is passionate about and has worked on social justice issues. S/he juggles multiple time-sensitive tasks and meets deadlines. S/he understands the need to work in partnership with and provide communications counsel to our partners. S/he can generate new ideas and advance them from concept to completion. S/he will have the demonstrated ability to work effectively in a team-oriented environment. S/he will have a personal commitment to JPI's mission and goals. A collegial style, positive upbeat attitude, innovative approach, and strong work ethic are essential.

Responsibilities of the Position:

Communications Strategy:

- Establish an overarching strategy to guide JPI in its communication to its primary audiences: advocates, policymakers, practitioners and the media
- Develop strategies and tactics for communications campaigns and online advocacy and outreach
- Monitor the media and compile reports of coverage, messaging and narratives
- Research media markets and new funding prospects
- Analyze and report on Google Analytics data for JPI and partner websites and campaigns
- Conduct media and communications audits
- Work with the communications associate for public relations, to write and edit strategy documents, messaging and talking points

Communications Execution:

- Insure posting of materials (on behalf of JPI and our Partners) to such online tools and platforms as Facebook, Twitter, YouTube, Blogs Implement partner, funder and advocate relationship management (current platform is Constant Contact)
- Pitch to national reporters, producers, editors, columnists and bloggers at national papers, professional and peer organizations, wire services, major regional papers and websites
- Serve as point person to media and route calls to appropriate staff, with ability to act as spokesperson when necessary
- Rapidly identify, and act quickly to capitalize on, opportunities to engage the news media and other publications
- Identify need for and help draft new communications identity pieces
- Assist the communications associate for public relations with writing and editing communications pieces as needed
- Manage any film or digital media projects

Partner Relations:

- Meet and insure regular communications with partners; explain activities and concepts and report results
- Provide training and technical assistance in communications to partners
- Team Support:
- Build and maintain relationships with and contact lists of reporters, editors and bloggers
- Organize logistics for press conferences, editorial board visits and other events
- Assemble and distribute press packets and other materials
- Assist with proofreading/copyediting research and other documents

Organizational Growth:

- Contribute to content development of new funding proposals

Staff Development/Firm Management:

- With other communications staff and executive director, develop and manage departmental budget and work plans.
- Delegate tasks where appropriate
- Act as a model of good citizenship (being familiar with company policies and procedures, consistent attendance, timely and accurate entry of timesheet data, attitude, etc.)
- Attend regular staff meetings/team meetings and provide input and feedback on organizational improvement, including partner relationship, staff development, and office procedures
- Engage in approved professional development activities
- Share skills and knowledge with other staff
- Meet or exceed 35 work hours each week
- Manage media-related consultants and vendors.

Essential Qualifications:

- Bachelor's degree in Public Relations, Communications, or other applicable field, or demonstrated equivalent experience
- Familiarity with print and electronic news media and a growing base of reporter contacts
- At least 5 years experience in public interest/public affairs communications or campaigns and advocacy
- Demonstrated ability to pitch proposals and stories and secure placements
- Strong computer and technology skills, including Microsoft Office (Word, Excel, PowerPoint), as well as Internet research and web-based tools
- Ability to juggle multiple tasks under tight deadlines; to perform in a fast-paced, team-oriented environment
- Superb communication skills. Ability to communicate clearly and effectively, both verbally and in written format, complicated ideas and communicate them effectively to other staff, the media, policymakers and the public
- Demonstrated resourcefulness, optimism, and flexibility in approach to project assignments
- Knowledge of and commitment to social justice principles, and ideally criminal and juvenile justice

Compensation

Salary is on a non-profit scale and commensurate with experience. Benefits are competitive with the field.

To Apply

The Justice Policy Institute is an equal opportunity employer. Electronic submissions are encouraged. Applicants should send a letter of interest, resume, and salary requirements to info@justicepolicy.org. Via regular mail: Justice Policy Institute, 1012 14th St., NW, Suite 400, Washington, D.C. 20005, attn: Personnel. Fax: 202-558-7978. NO PHONE CALLS PLEASE. The position is open until filled.