

POSITION AVAILABLE

Communications Associate for Public 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 PUBLIC RELATIONS: S/he serves as the JPI's primary developer of JPI's communications pieces. S/he is an excellent writer with experience in producing content, from traditional press releases to updates on social networks, for use with a variety of audiences. 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 partner organizations. S/he will have the demonstrated ability to work effectively in a team-oriented environment. A collegial style, positive up-beat attitude, innovative approach, and strong work ethic are essential.

Responsibilities of the Position:

Communications Strategy:

- Assist communications associate for media relations with establishing an overarching strategy to guide JPI in its communication to its primary audiences
- Work with the communications associate for media relations to write and edit strategy documents, messaging and talking points

Communications Execution:

- Develop content for the following online tools and platforms (on behalf of JPI and our partners): Facebook, Twitter, YouTube, Blogging and content management platforms
- Write content for partner, funder and advocate relationship management (currently Constant Contact)
- Write and edit press releases, op-eds, pitch memos, fact sheets, marketing materials
- Produce, edit and publish content for JPI and partner websites
- Assist in pitching to news media
- Lead the relaunch of the organization's website, www.justicepolicy.org.
- Draft new communications identity pieces
- Manage design and printing of documents
- Assist with writing and editing content of film or digital media projects

Partner Relations:

- Provide technical assistance to partners in writing and editing documents, work plans, press materials, and fact sheets
- Meetings and regular communications with partners; explaining activities and concepts and reporting results

Team Support:

- Handle production of press packets and other materials
- Develop PowerPoint presentations for staff
- Proofread/copyedit research and other documents

Organizational Growth:

- Participate in developing new funding proposals as assigned
- Research and develop one new funding concept per quarter Assist in writing 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 consultants and vendors, particularly design firms, freelancers and/or printers.

Essential Qualifications:

- Bachelor's degree in Public Relations, Communications, or other applicable field, or demonstrated equivalent experience
- At least 5 years experience in public interest/public affairs communications or campaigns and advocacy
- Strong computer skills, including Microsoft Office (Word, Excel, PowerPoint), as well as Internet research Web-based tools
- Ability to juggle multiple tasks under tight deadlines; to perform in a fast-paced, team-oriented environment
- Superb writing and editing skills. Ability to communicate clearly and effectively, particularly in written format, 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 Highly organized and detail-oriented
- Knowledge of and commitment to principles of social justice, 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.