



JOB ANNOUNCEMENT

Communications Manager American Civil Liberties Union Foundation of Delaware, Inc.

The ACLU of Delaware is seeking an ambitious, dynamic and experienced communications manager to play a leadership role developing and implementing our communications strategy and overseeing media relations. Both traditional and new media will be utilized to promote our public message and enhance the public's understanding and appreciation of the principles of freedom, justice and liberty.

This is an incredibly exciting time to join the ACLU. For almost 100 years, we have been at the forefront of every major civil liberties fight in our country's history. Whether it's ending mass incarceration, achieving full equality for the LGBT community, establishing new privacy protections for our digital age, or preserving the right to vote or a women's right to choose, we take up the toughest civil liberties issues to protect us all from government abuse and overreach and to promote fairness and equality.

With ACLU affiliate offices in all 50 states, Washington, D.C., and Puerto Rico, we fight tirelessly in the courts, in the halls of government, and through community engagement to defend the U.S. Constitution and expand its impact. Our strength and resourcefulness as a national network are unsurpassed. We are a passionate, highly motivated group of attorneys, public policy advocates, communication experts, community organizers and fundraisers, and we're looking for exceptional talent to join our team.

The ACLU of Delaware is an exciting, fast-paced place to work. We focus our efforts on criminal justice reform, prison reform, and quality education for all students no matter their socioeconomic status or learning challenges—while also protecting core constitutional principles such as free speech and defending against discrimination. We are a small but mighty, closely knit staff who produce substantial outcomes that improve the lives of Delawareans up and down state. Death penalty reform, protecting women in prison from sexual assault, and securing a woman's right to choose are just a few of the recent victories in which we played a leadership role. Our newly hired Communications Manager will be an integral member of this team leading the effort to effectively use print media, radio, online communications and in-house publications to promote our campaigns and message.

Wilmington, where we are housed in a renovated office building with scores of other non-profit organizations, is a worldwide center of commerce by day and alive with music, art and dining at night. It is located in the Brandywine Valley, acclaimed for its gardens and natural beauty. Centrally located, Wilmington provides easy access to Philadelphia, Baltimore, New York and Washington D.C. and, of course, the famous Delaware beaches. The cost of living in Delaware is low, especially compared to neighboring states. In short, Delaware has something for everyone.

The Opportunity

Over the last three years, the ACLU-DE has been building its capacity as an organization. We have doubled our staff from three to six by adding a development director, a community/project organizer and a second lawyer. We are now ready to expand again by adding a full-time Communications Manager to our team. This is a newly created position that will give the right candidate the opportunity to create and implement a comprehensive strategic communications program from the ground up. Working closely with the executive director and others on staff, the Communications Manager will spearhead our effort to articulate our mission and promote our strategic priorities.

The ACLU is a political, but non-partisan organization. The current political climate in Delaware and nationally creates a great time to engage all aspects of the community in our work—elected officials, lawyers, students and activists. People are fired up and we need a communications expert to help us take full advantage of this opportunity to promote our change agenda. Come join our team. Most people who work for the ACLU say it is a challenging, yet most satisfying and fulfilling experience.

Responsibilities

- **Strategy:** Conceive a broad vision for using communications to further the goals of the ACLU-DE and develop plans and strategies — long- and short-term — to carry out that vision. 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.
- **Messaging:** Carefully shape the language, images, and multimedia that represent the ACLU-DE and its positions compellingly and convincingly. Ensure that consistent, clear messaging follows through all modes of communications, for a range of audiences and across ACLU-DE departments.
- **Media Relations:** Manage media relations including building relationships with key media contacts, maintaining a media database, story development and pitching, preparing press releases, organizing press conferences and drafting and placing op-eds. Monitor the media for opportunities to engage.
- **Campaigns & Rapid Response:** Plan proactive media campaigns and outreach, including issue-oriented advocacy campaigns. Respond to developing news—research ACLU positions, prepare talking points or quotes, work with the executive director to determine best spokesperson and message.
- **Writing & Editing:** Draft and review a range of documents and resources — both print and online — for public education, fundraising, community outreach, legislative and other purposes.
- **Digital Communications:** Manage the online presence of the ACLU-DE, generating and supervising the creation of engaging, current content. Explore new media and innovative methods for presenting the ACLU-DE's work. Implement long- and short-term strategies for the ACLU-DE's use of email, social media, web, video and emerging communications technologies.
- **Outreach:** Identify and manage opportunities for community outreach at events, fairs and forums that will broadly and strategically communicate the mission of the ACLU and engage the community. Recruit, train and deploy volunteers to speak about ACLU-DE before community groups and in schools.
- **Newsletter & Publications:** Oversee production of the ACLU-DE newsletter and annual report as well as other reports, educational materials, brochures, fact sheets, and materials.
- **Branding:** Oversee branding and design of ACLU-DE promotional materials.
- **Supervisory:** Recruit, manage and mentor communications interns and volunteers. Build organizational relationships with vendors, such as printers, mail houses and designers.

Qualifications

- Exceptional writing, editing, speaking and analytic skills. Creativity and strategic thinking a must.
- The ability to develop and maintain strong working relationships with members of the media. Knowledge of Delaware and regional media markets, including digital outlets, a plus.
- Ability to manage projects, such as reports, campaigns and promotional materials, from inception through execution.
- A strong, demonstrated commitment to the ACLU's mission. An understanding of civil liberties issues, and the ability to explain ACLU positions to the interested public. Versatility on a range of topics.
- Ability to work independently and stay organized in a fast-paced environment, while managing several projects simultaneously and adjusting to frequently shifting immediate demands.
- Strong team-building and organizing skills.
- A diplomatic touch and a sense of humor.
- The ability to clock overtime and travel, primarily in-state, when necessary. Must possess reliable and insured car.
- Demonstrated success in communications, public relations or related field, preferably in the nonprofit or government sector.
- A minimum of three years communications work experience and a Bachelor's degree, preferably in journalism, public relations, marketing or English.

Personal Characteristics: Ideally, the successful candidate will be:

- Creative, with good judgement. A superior communicator. Someone who shares information readily and concisely, but also listens well and retains information.
- Someone who is energetic and driven, yet flexible; someone who can handle and prioritize multiple activities and responsibilities; a self-starter and finisher.
- Emotionally mature and self-confident, with a sense of humor in order to maintain balance and perspective.
- Personally committed to advancing the ACLU's values, mission, goals and programs.

Compensation

Salary dependent on experience. Benefits include fully paid health insurance with dental and vision plans, paid vacation/sick leave, 10 paid office holidays, and a 401(k) plan with match.

Application Procedure

Please submit a detailed letter of interest, resume and writing sample (no more than five pages) in PDF format to Kathleen MacRae at kmacrae@aclu-de.org. Indicate "Communications Manager" in the email address line.

Please state in your cover letter where you found this announcement. No calls please.

All applications are treated confidentially. The position will remain open until filled.

The American Civil Liberties Union Foundation of Delaware is an equal opportunity and affirmative action employer. Women, people of color, ethnic and religious minorities, persons with disabilities, and lesbian, gay, bisexual and transgender people are encouraged to apply.