

# COMMUNITIES UNITED FOR POLICE REFORM

## JOB Posting DIRECTOR OF COMMUNICATIONS *Applications will be accepted until the position is filled.*

**About Communities United for Police Reform:** [Communities United for Police Reform \(CPR\)](#) is an unprecedented campaign to end discriminatory and abusive policing practices in New York City, and to build a lasting movement that promotes safety based on respect for the rights and dignity of all – not discriminatory targeting and harassment.

**Director of Communications Position Summary:** This position will develop, implement and oversee a multi-tiered strategic communications plan to ensure the campaign integrates strategic communications into every aspect of its work, and expands CPR's reputation as a leading voice in movements for social justice and police accountability. The Director of Communications will lead and oversee CPR's traditional media/media relations strategies, digital/online/social/mobile strategies, publications, and grassroots communication strategies. As a senior manager in a small staff team, the ideal candidate is a seasoned communications strategist who is committed to CPR's issues, flexible and effective in a fast-paced and evolving environment and has a great sense of humor.

### RESPONSIBILITIES

**Traditional Media/Media Relations** (60%) – Work with relevant staff, members, partners and consultants to ensure consistent media coverage of CPR and ensure that CPR's goals are advanced through traditional media outlets, including:

- Develop and manage annual and monthly calendar of story placements, media events, releases and rollouts.
- Develop, pitch, and place news stories, op-eds and rapid response statements that advance core priority areas.
- Cultivate and maintain relationships with key reporters covering the NYPD, city and state politics, and national racial/gender/LGBT/economic justice and police accountability issues
- Develop relationships with editorial boards, conducting outreach, producing editorial board memos, and other efforts to secure editorials that advance CPR's priorities
- Generate and maintain talking point documents for priority areas and issues, for use by relevant staff, members and key partners.
- Manage and leverage Communications Affinity Group, consisting of communications staff of campaign member organizations, to collectively advance core CPR priorities in traditional media

**Online, mobile and grassroots media** (15%) – Oversee and supervise CPR's online, e-comms, mobile and grassroots media to promote campaign goals, key events, issue education and fundraising efforts, incl:

- Supervise other communications staff/consultants, including those who manage and create content for digital and social media channels and e-communications
- Oversee work with staff, members and partners to develop and implement online, email, mobile and grassroots media strategies that promote CPR's overall campaign priorities and communications plan.
- Work with relevant staff and others to draft and produce key fact sheets, documents, infographics, and publications.

**Spokespeople & Member Support** (15%) – Work with relevant staff to prepare CPR member organizations to act as CPR media spokespeople, as well as prepare key partners to represent particular areas of the campaign. This includes:

- Support and develop spokespeople and work with staff, relevant members and partners to ensure that CPR has a diverse pool of spokespeople able to speak effectively about our priorities (e.g. mock interviews, prep calls, etc.)
- Coordinate annual communications trainings (e.g. for CPR media spokespeople)
- Provide limited consultation and support to CPR member organizations related to their communications work on key CPR priority areas

### **Other Responsibilities** (10%)

- Participate in resource development activities, including fundraising appeals and asks.
- Share infrastructure/administrative responsibilities with other staff; participate in staff and other campaign meetings, as requested.

### **QUALIFICATIONS and SKILLS of Ideal Candidate**

- **Passion for/knowledge of police accountability issues** and demonstrated commitment to the vision and values of CPR. Commitment and demonstrated experience working with diverse directly-affected communities including: communities of color, low-income people, youth, LGBTQ people, homeless people, immigrants, women, and people with disabilities.
- **At least 5-7 years of experience developing and leading successful multi-tiered communication strategies, preferably for advocacy-based and/or political campaigns** (e.g. policy reform, community organizing, and/or civic engagement campaigns), with understanding of and work with coalition models. Familiarity and experience with New York city/state police accountability, political and social justice movement landscape strongly preferred.
- **At least 5 years of experience supervising** staff, consultants, interns, volunteers.
- **Excellent writing and editing skills**, including a demonstrated ability to analyze issues, think strategically, and communicate complex issues clearly through a variety of media-related materials and in newsworthy sound bites; ability and track record of writing well, quickly, and within deadlines.
- **Proven track record of cultivating relationships with key reporters** to secure positive and prominent media coverage of key issues and spokespeople.
- **Strong interpersonal, coaching and team skills**, including: Demonstrated experience supporting and developing media spokesperson skills of grassroots leaders; ability to understand and act on complexities of group/coalition dynamics; proven ability to help lead committees towards results
- **Strong understanding of and experience with developing branding, online engagement** and managing a variety of **social media and advocacy-based media platforms**.
- **Understanding of, and flexibility in, a small team, fast-paced environment and excellent organizational skills:** creative, results and detail-oriented, excellent judgement and able to manage and prioritize multiple responsibilities within deadlines.

**Position Reports to:** Director

**Compensation and Schedule:** This is a full-time salaried position with generous benefits package. Salary commensurate with experience and qualifications. Most work will be during business hours, but schedule varies based on activities of the campaign, and will require working evenings and weekends, as needed.

**How to apply:** **As pdf attachments**, please send your resume and a cover letter to [jobs@changethenypd.org](mailto:jobs@changethenypd.org). **Cover letter should include 2-3 links** to relevant sample work, and contact information for three professional references. **In the email's subject line, include the position title:** "Director of Communications". *Applications will be accepted until the position is filled.*

No phone calls please. We appreciate all applicants. Please be advised that we can only respond to those we intend to interview. For more information about CPR, please visit our website at [www.changethenypd.org](http://www.changethenypd.org)

*Communities United for Police Reform (CPR) is an Equal Opportunity Employer and does not discriminate on the basis of race, creed, sexual orientation, gender identity, age, ethnicity, national origin, religion, or disability.*