

## Job Description for Communications Strategist

### **Full-time Position**

Reporting to the Executive Director in consultation with Legal Director and Supervising Attorneys, the Communications Strategist is responsible for achieving a powerful and positive representation of the Center and its communications to the public, stakeholders, community partners, and policymakers. He or she is responsible for leading the organization to develop and implement communications strategy and comprehensive campaigns, related organizational competencies and external communications that advance the Center's goals and objectives while also conducting advocacy, education and litigation to address systemic issues in poverty law.

### **Major Areas of Accountability**

1. Issue campaign development and implementation
2. Diverse stakeholder engagement
3. Advocacy in specified program areas of the Center
4. Research, analysis and writing
5. Training and technical assistance

### **Responsibilities**

1. Develop and maintain expertise in specified program areas of the Center, especially public education funding and programming in New Mexico.
2. Plan and implement comprehensive campaigns that include litigation, legislative and administrative advocacy.
3. Ensure the excellence of all major communications emanating from the Center.
4. Provide legal analysis, research and writing concerning existing and proposed law, regulations, practices, and policies both for internal and external use.
5. Develop an annual communications plan in collaboration with Center programmatic and development staff.
6. Establish systems, policies, and practices to operationalize the plan, and work with Center staff to ensure the plan is implemented well.
7. Evaluate the communications plan annually and make adjustments as needed.
8. Lead the creation and use of consistent and powerful communications platforms that advance our mission with engaging messages.
9. Develop a system of two-way communications that elevates the voice of low-income stakeholders, communities of color, and other marginalized groups.
10. Represent the Center in public appearances, meetings, in the media and other situations.
11. Train and support staff to develop communications skills, including developing messaging and handling media inquiries, interviews, presentations and speaking engagements.
12. Write or edit, proofread and disseminate informational materials to promote coverage of the Center's platforms, events, accomplishments, etc. This might include, but is not limited to, email updates, press releases and materials, brochures, social media, and the Center website.

13. Generate media about the Center's issues and achievements in printed and online news sources, blogs, radio and television. Support staff to do so as well.
14. Drive the use of social media to support campaigns as needed and promote the visibility of the Center.
15. Maintain and develop media contacts and relationships and media contact lists.
16. Track media about or generated by Center staff through media and photo logs.
17. Train and support staff to collect photos and stories from stakeholders that exemplify the impact of the Center's work.
18. Manage surveys, polls, and focus groups commissioned or produced by the Center.
19. Participate in the Center's identification of programmatic and policy issues and tactical and strategic planning.
20. Other duties as required.

**Characteristics required of candidates:**

Indomitable, no-stone-unturned thoroughness and persistence

Law degree and two years of experience in law, communications, or advocacy related field

Excellent research, writing and legal advocacy skills

Understanding of and commitment to racial justice and equity within a New Mexican context

Ability to be articulate and forceful in the face of powerful opposition

Ability to problem solve creatively and develop innovative advocacy strategies

Ability to provide solid communications leadership at both the strategic and tactical levels

Ability to transform complex issues into engaging and useful messages appropriate for the targeted audience

Detail-orientation

**Preferred characteristics**

Strong Spanish language skills

Familiarity with New Mexico, poverty or civil rights law and advocacy

Knowledge and experience in advocacy, lobbying, legislative and government administrative processes

Experience in living in and/or working with low-income or other marginalized communities

Experience in establishing working relationships with non-profits, businesses, and government

Demonstrated commitment to addressing poverty, equal access to justice, and racial equity issues

Accomplished communications professional with a highly collaborative style

Salary: Competitive non-profit salary commensurate with experience

Employees of the Center may be eligible for law school loan repayment assistance of up to \$7,000 annually.

To apply, send cover letter and resume to [veronica@nmpovertylaw.org](mailto:veronica@nmpovertylaw.org)

Certain benefits are offered to Center employees, so long as the Center's budget allows it. (Our budget has allowed for them for ten years and it is expected to continue to offer them for at least the next three years.) These include the following:

- 120 hours of paid annual leave per year, and an additional 16 hours every year of full-time service thereafter up to a maximum of 80 additional hours
- 80 hours of sick leave per year
- 40 hours of personal leave per year
- 12 Center holidays off
- A very good healthcare insurance policy: 100% of healthcare insurance premiums paid for individual employees under the Center's policy, though there is a brief waiting period before coverage begins. 80% of the premiums paid for an employee and his or her partner and/or family, if they are included under the policy.
- A \$25,000 life insurance policy and a short and long term disability insurance policy: 100% of premiums paid.
- A contribution the equivalent of three percent of an employee's salary toward a long-term savings plan/retirement plan. The employer contribution vests at 50% after two years and 100% after three years.
- New Mexico Bar dues and costs of approved CLE's.

The NM Center on Law and Poverty is an equal opportunity employer

People with disabilities, people of color, former recipients of public assistance, or people who have grown up in poverty, are especially encouraged to apply.