



Career Opportunity: ACLU of Arizona Communications Manager
PLEASE POST: November 15, 2010
Application Deadline: December 15, 2010
(Inquiries welcome after that date)

I. Position Overview

The ACLU of Arizona seeks a dynamic full-time Communications Manager to develop and lead an ambitious communications strategy for the American Civil Liberties Union of Arizona. The Communications Manager is responsible for leading and managing all internal and external communications for the ACLU of Arizona, including communicating with the media, the public and our members and supporters on a wide variety of civil liberties issues, and writing and editing content for ACLU print and online communications. The ACLU of Arizona uses communications as a tool to directly impact our legal and policy work, to strengthen the ACLU's profile and to support our fund-raising efforts. The Communications Manager works in close collaboration with ACLU of Arizona's legal, legislative, field and development departments, as well as with chapter volunteers in Phoenix and Tucson. The Communications Manager reports directly to the Deputy/Program Director and will be responsible for supervising social media interns, communications volunteers, and contractors such as designers or printers.

II. Principal responsibilities

- Create and manage effective, high-impact communications strategies on a broad range of civil liberties issues, as well as provide leadership to the affiliate's 12-member staff to create messaging and media plans to support ACLU's legal, legislative, field and development programs and special projects focused on racial justice, immigrants' rights, felon re-enfranchisement, overincarceration and youth;
- Develop and create all ACLU-AZ publications and online communications; write, edit, proofread and produce *Civil Liberties in Arizona*, a quarterly newsletter mailed to 6,000 members and supporters in Arizona, and other materials, including letters-to-the editor, op-eds, blogs, annual reports, campaign pamphlets, and "know your rights" materials;
- Develop and manage ACLU-AZ's online presence; www.acluaz.org, Twitter, Facebook, mass email communications, intranet, etc. for effective communication that engages the media, decision makers and the general public (particularly communities of color and youth) in the ACLU's mission and programs and enhances these audiences' understanding of, and commitment to, the preservation of civil liberties;
- Create special education projects, ranging from radio programs to paid advertising campaigns, including conceptualizing, research, writing, as well as retaining outside consultants (designers, writers, photographers, etc.), as needed;
- Work collaboratively with fundraisers to provide communications products that will support fundraising efforts;
- Develop and implement distribution plans for all local and national ACLU publications, including producing materials in multiple languages and developing strategies to reach and engage diverse communities;
- Work with Deputy/Program Director to develop and adhere to annual communications budgets and issue timely project descriptions and progress reports to the Board of Directors and funders, including compiling media clips and tracking media interviews, web hits and action alert subscribers;

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III. Required Skills & Qualifications

The ideal candidate will be a premier strategic communications professional with top-notch experience in media, public relations and outreach activities. She/he also will have an established track record of creating and managing a multi-dimensional communications program. The ideal candidate also will have:

- Bachelor's degree in relevant field and 4 to 7 years demonstrated, progressive experience in strategic communications, as well as experience with publications and media relations, preferably focused on social justice issues;
- Demonstrated ability to strategically and creatively implement programs to achieve the ACLU's programmatic goals and develop campaigns for diverse audiences; experience working with communities of color; an expert grasp of the ways in which public opinion is shaped; and extensive experience with media and other communications vehicles that can be used to inform the public debate and advance civil liberties;
- Superb writing and editing skills and demonstrated ability to handle complex and controversial issues and to translate information about them for broad audiences;
- Ability to work well under pressure and to reliably meet deadlines in a fast-paced environment; excellent attention to detail and accuracy; and organizational skills;
- Must be a team player with excellent interpersonal skills and ability to work effectively with diverse staff, including lawyers and other professionals, and to develop a strong partnership with the Executive and Deputy Directors;
- Demonstrated commitment to civil liberties, civil rights, and policy advocacy;
- Interest and experience in working with a broad and diverse range of people – from youth and political activists, to coalition partners, to board members, and the press;
- Experience actively engaging with online communities such as Facebook or Twitter to build a following;
- Experience using Dreamweaver, InDesign, Illustrator and Photoshop and using an installed content management system such as Drupal to update website content is highly preferred;
- Bilingual (English/Spanish) skills highly preferred.

IV. Compensation

Salary based on experience. Excellent benefits include three weeks paid vacation; medical and dental insurance for staff members; life and long-term disability insurance; 401(k); and twelve paid holidays.

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V. To Apply

Send a cover letter, resume, three professional references and a writing sample to: **Alessandra Soler Meetze, Executive Director, ACLU Foundation of Arizona, Re: Communications Manager, P.O. Box 17148, Phoenix, AZ 85011 or email to: ameetze@acluaz.org. Please put “Communications Manager” in the subject line. Applications accepted until position is filled. Please indicate in your cover letter where you found this listing.**

About the ACLU of Arizona:

The ACLU of Arizona, which was founded in 1959, has 6,200 members and supporters. Our offices are located in Phoenix and we have a staff of 12 and two volunteer-run chapters in Southern Arizona.

The ACLU is an equal opportunity/affirmative action employer and encourages women, people of color, persons with disabilities, and lesbian, gay, bisexual, and transgender individuals to apply.

The ACLU of Arizona comprises two separate corporate entities, the American Civil Liberties Union of Arizona and the ACLU Foundation of Arizona. Both the American Civil Liberties Union of Arizona and the ACLU Foundation of Arizona have the same overall mission, and share office space and employees. The ACLU has two separate corporate entities in order to do a broad range of work to protect civil liberties.