



COMMUNICATIONS DIRECTOR

POSITION OVERVIEW

The ACLU of Montana Foundation (“ACLU of Montana”) seeks a passionate, energetic, and committed Communications Director to lead its Communications Department. **This is an opportunity for a visionary professional to build on the success of the premier civil liberties and civil rights organization in Montana.**

The Communications Director has a unique opportunity to set and guide the strategy for communications, elevate the mission and the brand of the ACLU of Montana, grow our supporter base, expand the public’s understanding of civil rights and civil liberties, and advocate for positive change in the civil rights and liberties landscape in Montana. This position is ideal for someone who has the demonstrated experience to lead a strategic comprehensive communications plan that furthers the organization’s goals, and also loves to center community stories, working in a collaborative environment with a particular focus on improving diversity, equity, and inclusion.

About the ACLU of Montana

The ACLU of Montana (founded in 1972) is an affiliate of the national ACLU (founded in 1920) and operates as a private, non-profit organization. We are the state’s largest and most influential civil rights organization, combining litigation, policy advocacy, communications, and organizing tactics to promote a broad range of individual rights and liberties. **Our current top priorities are Indigenous justice, criminal legal reform and ending the criminalization of poverty, LGBTQ equality, and voting rights.** We work on a range of additional issues including reproductive justice, immigrants’ rights, freedom of speech and religion, and informational and digital privacy. The ACLU of Montana envisions a fair, equitable, and free Montana that welcomes and celebrates diversity of all kinds. In our Montana, everybody is treated with dignity and respect, and has equal access to rights and freedoms.

The ACLU of Montana maintains a fast-paced and friendly work environment, with a current staff of 15 and an office located in Missoula. To learn more about the staff and work of the ACLU of Montana, please visit <http://aclumontana.org>.

COMMITMENT TO DIVERSITY AND INCLUSION

ACLU of Montana is an equal opportunity employer. We value a diverse workforce and an inclusive culture. We believe that having a board, staff, and volunteer base with diverse personal and professional backgrounds enhances our ability to meet our mission and creates an environment where all members of our community can thrive. We strongly encourage applications from people of color, Indigenous people, immigrants, women, people with disabilities, members of the LGBTQ and two-spirit community, those who have been formerly incarcerated or are currently under supervision, and other underrepresented and historically

marginalized groups. We seek to build a team that reflects that diversity. All qualified applicants who share this vision and who have a desire to contribute to our mission are encouraged to apply.

The ACLU of Montana does not discriminate on the basis of race, color, faith, gender, sexual orientation, gender identity or expression, age, national origin, marital status, citizenship, tribal affiliation, disability, veteran status, or record of arrest or conviction. We are committed to providing a work environment free from discrimination and harassment and one that honors and promotes a culture of equity, diversity, inclusion, and belonging. We are engaging in ongoing internal equity work, including racial caucusing.

Our work environment is friendly, with flexibility and consideration of personal needs and circumstances.

Key Responsibilities

As a person with a leadership role in a small team, you will balance many critical areas of work:

- **Strategic leadership and implementation of a comprehensive communications program.** You will guide the communications program in accomplishing the mission of the ACLU of Montana, build excitement about our brand, and inspire audiences and supporters to engage with our work. You will develop and implement multi-channel communications plans and strategies to further the ACLU of Montana's goals. This includes identifying strategic messaging, channels and tactics for distributing ACLU of Montana news, engaging with media, developing and promoting advocacy campaigns, and broadening our audiences. You will provide communications leadership, mentoring, and training to staff, clients, and other spokespersons as well. ACLU of Montana is particularly interested in deploying social media, digital communications, and brand awareness to support advocacy efforts.
- **Content and materials creation for a wide variety of audiences.** ACLU of Montana engages with media, members, donors, activists, and community members and seeks to raise awareness of their work and increase engagement. The director will deftly navigate and build relationships with these communities by developing communications messaging and content that will resonate with these audiences. This includes writing and editing communications and outreach materials, including press releases, op-eds, web content, social media posts, talking points, and other messaging documents, fact sheets, newsletters (twice a year), and emails to supporters. Additionally, the Communications Director will support donor communications and other efforts that illustrate the impact of the ACLU of Montana's work.
- **Story collection and communications as advocacy.** Proactively work with colleagues and allies to find stories related to Indigenous justice, criminal law reform, and other issues, particularly the stories and voices of impacted persons and communities. The director will help connect traditional media to these stories as well as utilize social media, digital channels and other networks to elevate these stories to the broader public and targeted audiences. They will have an awareness of and ability to build trust with communities through storytelling and creative use of resources.
- **Internal and external coordination and relationship building.** All ACLU of Montana staff are expected to engage as cooperative, positive team members and participate in continuing internal equity, diversity, inclusion and belonging work, including all-staff internal equity meetings, activities and retreats. Externally, the director will proactively develop and maintain media contacts and cultivate strategic media relations with print,

radio, television, and online journalists.

Internally, the Communications Director will also: prepare summaries and write talking points and speeches for the Executive Director as needed; Prepare quarterly communications reports to the board of directors and highlights of our programmatic work that help the Development Department illustrate the impact of the ACLU's work.

- Additional responsibilities as assigned.

REQUIRED QUALIFICATIONS

- Exceptional writing and oral communication skills, including copy editing and editing for tone and consistency. Demonstrated ability to write content for a variety of audiences about legislation, lawsuits, reports, and other ACLU of Montana work.
- Successful experience in a combination of the following areas: media, strategic communications, digital communications, organizing, issue-based advocacy and/or public relations.
- Strong leadership and collaboration skills; demonstrated ability to work collaboratively and cooperatively with other staff members, board members, lawyers, clients, volunteers, and coalition partners and diverse communities.
- Experience managing, prioritizing, and meeting numerous deadlines and diverse responsibilities in a timely and professional manner.
- Commitment to and passion for social justice and the preservation and advancement of civil rights and liberties.
- Commitment to equity and inclusion, and respect for differences of race, ethnicity, age, gender, sexual orientation, gender identity, religion, ability, and socio-economic circumstance and class. Understanding and willingness to engage with the issues of institutional and structural racism and bias and their impact on underserved and underrepresented communities.
- Demonstrated experience engaging and working with and/or on behalf of underrepresented and marginalized communities. Commitment to building trust with those communities to learning about and understanding trauma-informed representation and story-telling.
- Ability to travel and attend events as needed.

PREFERRED QUALIFICATIONS

The following experiences are particularly valuable - please be sure to address these in your resume or cover letter. We encourage you to apply even if you do not have these skills:

- Demonstrated ability to create, implement, and manage a strategic communications plan for a campaign or program.
- Understanding of a broad range of civil liberties issues and strategies and experience working or volunteering extensively in a social justice or civil rights organization.
- Experience working in places where diversity and equity initiatives are forefront.
- Experience or knowledge of Montana's tribes and cultures.
- Knowledge of the legislative process, advocacy strategic planning, ballot measure campaigns, field organizing, and/or impact litigation as a public policy tool.
- Familiarity with common tools for web platforms and graphic design, specifically Adobe products like Illustrator, Photoshop, and InDesign.
- Demonstrated research skills.
- Lived experiences including, but not limited to:

- o Being directly impacted by the social and civil rights issues addressed by ACLU of Montana
- o Living or working in Indigenous communities and/or living or working directly with people from diverse racial, ethnic, cultural, and socioeconomic backgrounds.
- o A history of personal work on issues of equity, inclusion, and diversity and belonging, particularly on issues of race, ethnicity, gender, sexual orientation, and disability.

COMPENSATION AND BENEFITS

The Communications Director will be based in Montana; exact location open to discussion. This position will be remote, at least through December 31, 2020, and until the office re-opens after the COVID-19 pandemic.

This position is full-time, exempt, and will pay an **annual salary of between \$70,000 and \$75,000**, depending on experience. Excellent benefits offered, including health and dental insurance, short and long-term disability and life insurance, 401(k) retirement plan, and generous vacation, holiday, family and medical leave policies. Relocation reimbursements for actual moving expenses available up to \$4,000, depending on distance and number of family members, contingent on 2 years' employment.

APPLICATION PROCEDURE

All applications are treated confidentially. Please submit (in pdf format if possible):

1. A letter of no more than one page describing your interest in the position. Please indicate in your letter where you saw this job posting.
2. Resume.
3. Two relevant professional writing samples of no more than 15 pages in total, preferably including one project plan and one example of storytelling.
4. Up to three additional communications or media samples, such as short videos, graphic design, or social media posts (optional).

Email your application to jobs@aclumontana.org or mail it to:

ACLU of Montana, Attn: Hiring
P.O. Box 1968, Missoula, MT 59806.

Please put "Communications Director" in the subject line of your email or on your envelope.

DEADLINE

We will begin reviewing applications October 5, 2020. Applications after that date are encouraged and will be accepted on a rolling basis until the position is filled. We are aiming for a start date in November 2020.