

Communications Director – June 2010

The National Employment Law Project (NELP) seeks a dynamic and creative Communications Director to strengthen its communications program and boost the visibility of NELP and its work before policy makers, the media and the public. Founded 40 years ago to provide job-related legal services for low-wage and unemployed workers, NELP today promotes policies to create good jobs, strengthen workers' upward mobility, enforce worker rights, and improve benefits and services for the unemployed. In collaboration with national and grassroots partners, NELP advances its work through research, advocacy, litigation support and technical assistance. With offices in five cities and a staff of attorneys, researchers, policy analysts, outreach specialists, and administrative personnel, over the past year NELP led the fight to win billions in unemployment benefits for the jobless, put a national spotlight on egregious workplace violations, and promoted a comprehensive policy framework to rebuild a good jobs economy. (See www.nelp.org to learn more about our work.)

Responsibilities

Working with NELP's management and staff and its communications consultants, BerlinRosen, Ltd., the Communications Director will develop and implement a comprehensive communications plan for the organization, including both long-term goals and short-term strategies to achieve these goals. Responsibilities include:

- Managing and further building NELP's electronic media communications program, including leadership in building NELP's website as a robust and vibrant information forum for policy-makers, the public and media, development and distribution of e-newsletters, and enhanced representation of NELP in various on-line forums;
- Editing, drafting and/or otherwise helping to produce NELP educational materials, annual reports, and other NELP publications, ensuring development and consistent application of NELP brand to all public documents;
- Coordinating print and broadcast media activities, including cultivating press contacts; regular phone and email correspondence with reporters and editors; swift and accurate fielding of press inquiries; drafting press releases; organizing, pitching and staffing press conferences; pitching stories and opinion pieces to major media outlets and the like; and monitoring news developments and identifying potential outlets and hooks for NELP;
- Assisting in opinion research design and message development, including participation in meetings with pollsters and other researchers, development of questions and/or research instruments, review and analysis of data and message research and the like;

- Working with communications staff of partner organizations and other allies to develop joint communications strategies;
- Developing comprehensive communications plans, mixing conventional and innovative strategies, to promote special initiatives such as policy campaigns around specific issues, conferences or similar events, and major publications.

Qualifications

- Facility with all forms of media (print, broadcast and online) and at least five years experience in media communications, public relations, journalism or related work, preferably in an advocacy or related setting.
- Significant experience in writing and editing a wide range of materials, including blog postings, web essays and updates, press releases, op-eds, letters to the editor, advocacy pieces and public education pieces;
- Excellent written and oral communications skills, and demonstrated ability to organize and plan time and activities efficiently; foreign language fluency (especially Spanish) a plus;
- Strong computer skills, including experience in building organizational websites into effective communications vehicles for specific campaigns and for the organization overall; includes experiences in working with online media, posting videos, blog entries, news updates and/or disseminating electronic newsletters;
- Ability to manage tight deadlines and juggle multiple priorities;
- Demonstrated commitment to economic justice and the rights of all workers, particularly low income, unemployed and immigrant workers.
- Substantive background in economic, employment and/or labor policy strongly preferred.
- Undergraduate degree, with focus on journalism or communications preferred; experience can be substituted for education.

Location of Position and Travel

NELP will this position in its Washington, DC office or its New York City headquarters. Periodic travel will be required.

Compensation & Benefits

Salary is competitive within the non-profit sector and commensurate with experience. Excellent benefits package.

To apply: By June 25, 2010, email cover letter, resume and three references to jobs@nelp.org, noting "Communications Director Search—Application" in the subject line. If you have questions regarding this announcement, please forward those to jobs@nelp.org, noting "Communications Director Search – Question" in the subject line. No phone calls or other email inquiries please.

NELP is a 501(c)(3) non-profit organization and an equal opportunity employer. Women, people of color, persons with disabilities, and members of the LGBT community are strongly encouraged to apply.