



## **Senior Director of Communications & Narrative Strategy**

**Remote position based in the United States**

The National Employment Law Project (NELP) seeks a Senior Director of Communications & Narrative Strategy—a strategic, creative, and collaborative leader—to advance NELP’s mission to build a just and inclusive economy where all workers have expansive rights and thrive in good jobs. Reporting to the Vice President of Impact & Narrative Strategy, this person will manage one direct report (Senior Manager of Communications and Campaigns) and provide oversight for external communications vendors. They will serve as the primary operational communications partner across all programs and organizational initiatives. The ideal candidate is both a skilled strategist and a hands-on practitioner who can hold both a longer-term vision and the immediate day-to-day details of an advocacy-driven communications program.

The Senior Director will do this work in deep collaboration with NELP’s partners—including policymakers, grassroots organizations, labor unions, and philanthropy—shifting narratives and elevating the lived experiences of workers across sectors with the goal of advancing transformative policy solutions that reflect the needs of all workers—especially historically marginalized groups such as women, Black, immigrant, and low-wage workers. Join us!

### **About the National Employment Law Project**

Founded in 1969, the nonprofit National Employment Law Project (NELP) is a leading advocacy organization with the mission to build a just and inclusive economy where all workers have expansive rights and thrive in good jobs. Together with local, state, and national partners, NELP advances its mission through transformative legal and policy solutions, research, capacity building, and communications. Our victories over the last decade have impacted the lives of an estimated 100 million workers and their families. We lead and collaborate in fights for higher pay and just benefits, secure and safe jobs, and support at each stage in a worker’s life. For more information, read our [annual reports](#) and explore our website: [www.nelp.org](http://www.nelp.org)

### **What You Will Do**

The Senior Director of Communications & Narrative Strategy will provide strategic leadership and management of our communications and narrative strategy program, strengthening our capacity to advance workers’ rights and move transformative policy change. Reporting to the Vice President of Impact & Narrative, they will serve as a trusted thought partner to NELP’s leadership team and communications staff, collaborating across teams to advance our organizational goals. They will lead all

aspects of our strategic communications program, overseeing day-to-day management across a variety of functions, including:

**Strategic Leadership, Storytelling, and Organizational Identity:**

- Lead the development, implementation, and ongoing assessment of a comprehensive communications and narrative change strategy for NELP—one that is grounded in promoting our Good-Jobs Economy agenda and amplifies our commitment to the achievability of bold action.
- Partner closely with NELP's policy research and advocacy and partnerships teams to ensure strong cross-functional integration on priority campaigns.
- Position and promote NELP as an organization, elevating our profile and ensuring brand and editorial cohesion that advances our messaging and wins for workers.
- Assess and mitigate risk for the organization, including ensuring compliance across all communications channels.
- Work collaboratively across our ecosystem to identify and channel stories from the base into a broader narrative, connecting disparate struggles and uniting them into compelling arguments that move and persuade people to act.

**Team Leadership and Management:**

- Lead and mentor a high-performing communications team, including providing direct supervision for the Senior Manager of Communications & Campaigns and overseeing external vendors, setting clear performance goals for team members, offering constructive feedback, and fostering a collaborative, inclusive work environment.
- Oversee the recruitment and development of staff to ensure the team has the necessary skills and expertise to meet our communications goals, providing professional development opportunities and supporting continuous learning and growth.
- Support managing departmental budgets effectively, ensuring that resources are allocated efficiently across projects and campaigns.

**Advocacy Campaigns and Stakeholder Engagement:**

- Collaborate with the program and strategy teams to develop communications strategies in support of key advocacy areas, guiding and overseeing strategies for both 501(c)(3) and 501(c)(4) initiatives, ensuring each campaign utilizes its specific strengths effectively while strictly adhering to legal guidelines and ethical standards.

- Oversee the production of asset development (fact sheets, reports, infographics) to educate and engage stakeholders on key issues and policies related to our work, producing compelling materials that drive advocacy and understanding.
- Partner with development staff to enhance fundraising communications and donor engagement strategies.

#### **Earned Media and Public Relations:**

- With our contracted PR firm, lead media outreach efforts to cultivate relationships with journalists, media outlets, partners, and leaders who can amplify our campaigns.
- Manage all thought leadership for our public relations strategy, including overseeing or writing press releases, op-eds, and other media materials to raise awareness of priorities and policy initiatives.
- Monitor news cycles to identify opportunities for organizational visibility and rapid response.

#### **Content Creation and Digital Strategy:**

- Lead the development and implementation of a sophisticated and effective social media strategy using NELP's consistent voice and identity to engage constituents, raise awareness of advocacy issues, and drive action.
- Oversee the creation of engaging content across digital platforms, including our website, email campaigns, social media, blogs, and video, ensuring that content resonates with and reaches intended audiences, ensuring digital communication efforts are aligned with traditional outreach channels to create a cohesive, multi-channel advocacy strategy.
- Manage and evolve the NELP Connect platform (an online community for workers' rights advocates) as a communications and engagement tool.

#### **Measurement, Reporting, and Evaluation:**

- Utilize analytics and data-driven insights to continuously evaluate and improve audience engagement, grow presence, and refine communication tactics.
- Produce regular communications performance reports for leadership, translating data into actionable insights and strategic recommendations.

#### **Who You Are**

- You have 7+ years of increasingly responsible communications experience, with 3+ years of team management, including having managed the strategy and execution for a communications department focused on advocacy and experience with using communications strategies to advance

a policy and/or organizing agenda and shift public opinion in an issue area that intersects with economic justice.

- You have expertise with multiple communications skills and strategies across formats, including digital communications, social media strategy, audience segmentation, multi-media content creation, crisis communications, and a high degree of comfort working with journalists on earned media via print, digital, radio, and television.
- You are a strategic and creative thinker who is able to keep hold of a big picture vision while also managing to execute on the day-to-day details through strong organizational, project, and budget management skills.
- You are an inspirational, curious, and highly relational team leader who takes a coaching approach to management, nurturing a sense of purpose and community by empowering staff to grow and develop professionally, and holding high standards for accountability for yourself and others.
- You have a justice-oriented understanding of how power impacts relationships, organizational culture, and partnerships, and are committed to a personal and professional practice around deepening this understanding, continuously learning, reflecting, and growing.
- You are an effective, persuasive communicator with strong presentation, speaking, written, and nonverbal skills, who conveys information clearly and concisely, internally and externally, with high emotional intelligence and professional judgment.
- You are flexible and agile, responsive to feedback, open to changing direction, and focus on continuous improvement and innovation.
- You are a self-aware leader who cultivates empathy through open and honest dialogue, builds relationships that foster trust and transparency across lines of difference, and offers direct feedback with compassion and clarity of purpose.
- You operate with a commitment to excellence, integrity, diplomacy, humility, and camaraderie.
- You are technologically savvy and have experience with marketing, communications, media platforms, and Customer Relationship Management systems (e.g., Salesforce, Account Engagement and WordPress.)
- Candidates must be eligible and authorized to work in the United States.

**Start Date, Location, Compensation and Benefits:**

This full-time exempt position is remote from the United States. This position will require some travel, including for NELP internal meetings or conferences. The start date will be as soon as possible.

The annual salary for the Senior Director of Communications & Narrative Strategy is \$150K.

Compensation at NELP includes an excellent comprehensive benefits package, including full coverage of family health insurance, a medical reimbursement plan, generous vacation and sick leave, plus additional organization-wide holidays, significant contribution from employer to a retirement plan (both an unelected contribution and employer match); and for qualifying participants, up to 26 weeks paid parental leave, 12 weeks paid medical leave, 6 weeks of paid family medical caregiving leave, a sabbatical leave program, childcare/eldercare reimbursement assistance, and student loan repayment assistance. Staff at NELP are members of Local 2320, UAW, excluding, however, management and certain other categories. This position is in management.

### **Application Instructions & Hiring Process**

We will consider applications on a rolling basis; interested applicants are encouraged to submit sooner than later.

[APPLY AT THIS LINK](#) by uploading these items:

1. A resume
2. A work sample of any kind or length that demonstrates related skills
3. A cover letter **produced without the use of AI** that thoughtfully addresses your alignment with the role and answers the following prompt:
  - Tell us about a communications campaign you led that demonstrates your alignment with this position. What was your role? Why this example?

Nonprofit talent agency People Power is the search partner for this hire. We appreciate your time and interest in contributing your talents to NELP's mission. Thank you! You will receive an email auto-reply to your application. We wish we could respond personally to all applicants, but only those chosen to interview will be contacted. **Please do not contact NELP directly to inquire about the status of your application.**

Selected applicants will be invited to an initial 30-minute screening interview with People Power via phone. Those who continue in the process will have an opportunity to meet with executive leadership and staff over a series of three interviews that range from 30-60 minutes each.

We welcome your interest and feedback. If you meet the minimum requirements for this position and would like to make a **\*confidential\*** inquiry and/or have questions regarding this position, please email Kate B. People Power: [kate@peoplepowerproject.org](mailto:kate@peoplepowerproject.org)

*NELP is a 501(c)(3) non-profit organization and an equal opportunity, fair chance employer, committed to building a culture of belonging and inclusion where team members can thrive. All qualified applicants will be considered for employment without regard to race, color, creed, national origin, sex, age,*

*disability, marital status, sexual orientation, military status, prior record of arrest or conviction, citizenship status, current employment status, or caregiver status.*