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JOB ANNOUNCEMENT

Communications Specialist

ORGANIZATIONAL BACKGROUND

Public Counsel is the largest nation's public interest law firm specializing in the delivery of *pro bono* legal services. Founded in 1970, it is dedicated to advancing equal justice under law and addressing economic, racial, and other inequities by delivering free legal and social services to the most vulnerable members of our community. Public Counsel operates eight legal projects: Children's Rights, Community Development, Consumer Rights, Homelessness Prevention, Immigrants' Rights, Veterans' Rights, the Audrey Irmis Project for Women & Girls' Rights, and our impact litigation project, Opportunity Under Law. Public Counsel has a full-time staff of over 120. We seek to have a racially inclusive staff.

JOB SUMMARY

Public Counsel seeks an innovative and talented communications specialist to create compelling content and develop effective communications strategies to advance the organization's mission and values. The communications specialist will help to expand the organization's presence on all of its online platforms and social media channels, and will help to develop effective messaging and communications strategies for Public Counsel's direct services, advocacy campaigns and civil rights litigation.

The communications specialist must possess a broad set of communications skills and have a passion for social change. The communications specialist reports to the director of communications, and will play a key role in helping to expand and build the communications capacity of a dynamic 130-person legal non-profit.

KEY RESPONSIBILITIES

- Manages all digital and social media platforms for the organization and maintains consistent online presence across various platforms
- Creates and implements dynamic communications strategies to advance organizational campaigns, projects and litigation efforts
- Writes engaging content for multiple platforms and audiences, such as blogs, websites, email blasts, social media posts and publications
- Assists with the organization's media relations activities – cultivating press relationships, tracking media hits, writing press releases, and preparing spokespersons to engage with reporters

- Helps with design of online multimedia content, ranging from infographics and memes to video blogs and photo essays
- Regularly tracks and evaluates our digital strategies utilizing analytics to identify opportunities and areas for growth
- Assists with special event communications – helping to support the organization’s development department with fundraising events and online campaigns

ESSENTIAL JOB SKILLS AND ABILITIES REQUIRED

- Two years of communications experience preferred — optimally in a civil rights/social change non-profit environment
- Excellent writing and verbal skills a must, including writing in various styles and for various mediums
- Understanding and experience with developing values-driven messaging to reach a variety of audiences
- Strong knowledge of social media best practices and the ability to identify and deploy new platforms as needed
- Experience with managing websites, and understanding how to design and implement successful digital outreach and marketing strategies for a nonprofit
- Passion for and demonstrated understanding of the issues affecting low-income communities and communities of color
- Strong organizational skills and ability to manage multiple projects and meet deadlines in a fast-paced environment
- Multimedia skills – such as graphic design, video production – are a plus
- Spanish language fluency is a plus but not required

START DATE AND COMPENSATION

This position is available beginning March 27, 2019. The communications specialist is a full-time, non-exempt position. Salary is commensurate with abilities and experience. Excellent benefits.

APPLICATION DEADLINE

Continuous until position is filled.

TO APPLY

Please send a cover letter and resume to: communications.specialist@publiccounsel.org

No phone calls please.

Public Counsel is an Equal Opportunity Employer

All qualified applicants shall receive consideration for employment without regard to race, color, religion, national origin, ethnic group identification, ancestry, sex, age, marital status, political affiliation, condition of physical or mental disability, gender identity or sexual orientation, in accordance with requirements of Federal and State laws.

All qualified applicants with criminal histories will be considered in a manner consistent with the requirements of the Los Angeles Fair Chance Initiative for Hiring.