JOB ANNOUNCEMENT

Strategic Communications Manager

ORGANIZATIONAL BACKGROUND

Public Counsel is the nation's largest public interest law firm specializing in the delivery of pro bono legal services. Founded in 1970, Public Counsel 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 Irmas Project for Women & Girls’ Rights, and our impact litigation project, Opportunity Under Law. Public Counsel has a full-time staff of over 130. We seek to have a racially inclusive staff.

Public Counsel provides direct services to low-income individuals, engages in policy advocacy at the local, state and federal levels, and files impact litigation to effect broad changes in law or practice. In addition to Opportunity Under Law, which works exclusively on impact litigation, several other projects have mounted impact litigation as well. These include the Consumer Rights and Economic Justice Project, the Community Development Project, the Homelessness Prevention Law Project and the Immigrants’ Rights Project.

JOB SUMMARY

The Strategic Communications Manager position is a full-time position for an experienced, progressive activist with a strong communications background and excellent interpersonal, writing, and strategic planning skills.

The Strategic Communications Manager will be a key member of our impact litigation teams and work closely with each litigation team to design and oversee the implementation of a media, communications, and public education strategy for Public Counsel’s social justice campaigns. The Manager will develop key messages to support our campaign goals, supervise staff who are communicating about our litigation to ensure they effectively deliver these messages, and conduct and manage outreach to our partners, allies, and other audiences we want to persuade. The Manager will collaborate with Public Counsel’s Communications
Department to ensure consistency between litigation team messaging and Public Counsel’s overall communications, including supervising the Communications Specialist in developing social media and other online communications for the litigation campaigns.

Responsibilities include, directly and by supervising other staff, conducting these activities:

- Developing and managing the implementation of a strategic outreach, media, communications plan for Public Counsel’s impact litigation campaigns, both to shape our message and to sharpen the goals for each case;

- Implementing and overseeing litigation teams’ plans for traditional and social media to accompany each case by, among other things, conducting targeted media outreach, working with press, developing media assets, and writing, creating, posting and updating written, video and photo content on Public Counsel’s website, Twitter feed, Facebook page, YouTube channel and case websites;

- Designing press conferences, drafting press releases, and conducting media outreach at strategic times in the cycle of a particular case, in coordination with Public Counsel’s Communications Director;

- Identifying and building relationships with key allies and partners on new and existing litigation and working with the attorneys on areas of overlap and interest with such groups and individuals; and

- Researching opportunities for long term/major media coverage of issues in coordination with Public Counsel’s Communications Director, and supporting Public Counsel’s Development Director by providing content for grant proposals, grant reports and development outreach materials.

**ESSENTIAL JOB SKILLS AND ABILITIES REQUIRED**

- 2-6 or more years of experience in communications, organizing, and/or policy/legal work, or a combination of the above, in a civil rights/public interest environment
- Broad, in-depth, current knowledge of media outlets and trends and experience working with press
- Experience in creating social media and other internet-based campaigns
- Excellence in writing and editing
- Demonstrated understanding of the issues affecting low-income communities and communities of color
- Excellent verbal communications skills
- Experience training and coaching other professionals in written and verbal communications and media skills
- Spanish language proficiency is a plus, but not required
COMPENSATION
The Strategic Communications Coordinator is a full-time, exempt position. Salary is commensurate with abilities and experience. Excellent benefits.

APPLICATION DEADLINE
Continuous until position is filled.

TO APPLY
Please email cover letter and resume to strategic.communications@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, 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.