

American Civil Liberties Union of Maine Foundation

Job Posting: DIRECTOR OF COMMUNICATIONS

About the ACLU of Maine

The ACLU of Maine is the state's guardian of liberty. We are active in the courts, the legislature and the public sphere to defend the Constitution and the Bill of Rights, and to extend its promises to all people in Maine. Our priority issues include criminal legal system reform, reproductive freedom, racial justice, immigrants' rights, LGBTQIA rights, women's rights, voting rights, freedom of expression, freedom of speech and religion, and privacy. Founded in 1968 and based in Portland, the ACLU of Maine is the statewide affiliate of the national ACLU, a nationwide organization with a presence in all 50 states, Puerto Rico, and Washington, DC.

We are a passionate, highly motivated group and we are looking for exceptional talent to join our team. To learn more about us, visit our website (<https://aclumaine.org/>)

Opportunity

The ACLU of Maine seeks a creative thinker with a passion for our work to join our team as Communications Director. Part of the leadership team, the Communications Director plays a vital role in shaping a bold vision to protect the liberties that define our democracy. Working closely with the organization's legal, public policy, organizing and development staff, the Communications Director manages ACLU of Maine communications strategy and media relations, promoting the organization's work, values, and brand in public and internal communications materials, across traditional and social media.

Our next Communications Director works well under deadline, is able to problem-solve, multi-task, respond swiftly and calmly to a sometimes wildly changing landscape, and works independently as well as with others as part of a team in a very collaborative environment. S/he/they will have a commitment to racial justice, equity, diversity and inclusion with an approach that values the individual and respects differences and builds networks and relationships that move items to action.

Key Areas of Responsibility

Content Creation

As the lead writer and content creator, the Communication Director will need:

- excellent writing skills, including the ability to write quickly in many voices for many different audiences and for many platforms

- the ability to synthesize complex information from a variety of sources into accessible content such as: press releases, speeches, op-eds, LTEs, blog, website, social media, emails, and videos
- to bring sophisticated framing and messaging skills and tools to our core areas
- to elevate the ACLU's influence online, and bring an inspiring and professional perspective to digital and social media across all platforms

Strategy and Integrated Advocacy

The Communications Director will lead the strategic development of communications priorities and opportunities to best amplify our work and affect the public narrative. This position requires excellent strategic thinking, and an understanding of when to use specific communications tactics and tools to best tell stories, center impacted voices, and reach goals. The Communications Director will work closely with members of the legal, advocacy, engagement, and development teams to create and execute integrated strategies. For example:

- Develop and execute the organization's communications response to breaking issues
- Oversee the organization's media presence by cultivating relationships with key reporters, editorial boards, producers, and other media staff, and pitching stories, educating the media, and prepping spokespeople
- Collaboratively develop new content and strategies for advocacy and public engagement initiatives
- Work with the Engagement and Development teams to plan and execute events
- Identify new strategies for injecting ACLU issues into the public debate to help sustain and grow a civil rights and civil liberties narrative

Management

This position requires the ability to manage a program, team members, projects, and vendor relationships. For example:

- Hire and direct designers, printers, photographers, etc. as needed
- Manage cross-departmental and multi-organizational projects with other staff
- Develop the program strategically to amplify the impact of all ACLU of Maine work
- Manage and monitor the annual department budget
- Maintain ongoing evaluation and reporting of key benchmarks

ADDITIONAL USEFUL SKILLS

The ideal candidate will have experience with OR a desire to learn:

- Creation of multimedia for use in public education and/or advocacy
- Basic HTML and Drupal (or similar) web platform
- Basic graphic design skills and knowledge of design theory

Commitment to Diversity and Inclusion

The ACLU of Maine 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.

The ACLU of Maine strongly encourages applications from all qualified individuals without regard to race, color, religion, gender, gender identity or expression, sexual orientation, age, national origin, marital status, citizenship, disability, veteran status, or prior involvement in the criminal legal system.

Compensation

Salary based on experience. Benefits include vacation and sick leave, paid holidays, individual employer-provided health insurance, life insurance and long-term disability, paid family medical leave, 401k defined contribution plan with employer match.

Application Procedure and Deadline

To apply, please send your resume and an email (no more than 500 words) telling us why you would be great in this position to: info@aclumaine.org. Include your name and "Communications Director Job Posting" in the subject line. If you need assistance or accommodation, contact us at 207-774-5444 ext. 6 or info@aclumaine.org.