

COMMUNITIES UNITED FOR POLICE REFORM

JOB ANNOUNCEMENT COMMUNICATIONS COORDINATOR

This position will be open until filled.

About Communities United for Police Reform (CPR): [Communities United for Police Reform \(CPR\)](#) is an unprecedented campaign to end discriminatory policing practices in New York, and to build a lasting movement that promotes public safety and reduces reliance on policing. CPR runs coalitions of over 200 local, statewide and national organizations, bringing together a movement of community members, lawyers, researchers and activists to work for change.

Communications Coordinator Position Summary: This position will work with the Director of Communications, other staff, members, partners, and supporters to implement a multi-tiered strategic communications plan that advances the campaign's public policy, public education, organizing and strategic communications objectives. This includes coordinating timely responses to emerging media opportunities that advance campaign priorities; using digital and online communications to build public support for campaign priorities; managing the campaign's digital infrastructure; and expanding CPR's audience reach and impact. As a member of a small staff team, the ideal candidate has experience with digital/online campaigning and traditional media, strong writing and graphic design skills, is committed to CPR's issues, flexible and effective in a fast-paced and evolving environment, and has a great sense of humor.

RESPONSIBILITIES

Online & mobile communications (65%) – Develop and drive digital and online communications strategy to engage audiences in CPR's campaigns, key events, issue education and fundraising, including:

- **Manage and grow CPR's social media accounts:** produce and curate daily content (text, graphic, video, audio, etc.) for social media platforms; cultivate and engage online audiences, including social media influencers to expand the audience committed to police accountability and targeting key audiences to take action, both online (e.g. sign petition) and offline (e.g. attend rally); monitor social media networks for news and trend developments related to key campaign issues and develop strategies to engage CPR's voice/leadership in the conversation.
- **Develop and manage content for CPR websites, e-communications and other online properties:** draft and manage website postings; manage website design updates, including drafting concepts and/or working with relevant website/design vendors to execute projects; create and manage content calendar and draft content for regular and timely email and mobile communications, including design, writing, and imagery; develop audience engagement strategies, including list segmentation/customization, to expand the reach and impact of communications to CPR's public email lists; maintain & distributed monthly calendar of CPR and CPR member campaign-related events.
- **Coordinate CPR's social media partners:** organize specific social network projects and mini-campaigns that advance priority goals; develop digital media resources and sample content for use/adaptation by CPR members/partners; coordinate social media teams to cover key campaign events, including producing live social media updates, livestreaming, and other forms of live documentation.
- **Track, analyze and report** on digital metrics to assess reach/impact and inform digital/online communications strategy.

Traditional and grassroots media (25%) – Work closely with the Director of Communications, CPR's Communications Affinity Group and others to support implementation of CPR's traditional and grassroots media work, including:

- Work with Director of Communications and other senior staff to **coordinate media outreach** and responses to media requests, including confirming spokespeople for particular media requests; create and share daily & occasion-specific listing of relevant news media clips; coordinate communication with relevant internal committees; coordinate relevant

training opportunities for members; draft updates to media materials (e.g. talking points, press advisories) as needed; when appropriate, communicate messaging shifts with key campaign spokespeople and partners.

- **Coordinate materials/media production and distribution.** Work with relevant staff, members and others to manage development, design, production, distribution and inventory of print and online materials (e.g. reports, signs, infographics, fact sheets, flyers) and multimedia content for the campaign.
- **Help coordinate Communications Affinity Group.** Work closely with the Director of Communications, including schedule/coordinate meetings and conference calls (as needed), solicit input/involvement, keep members informed of key campaign developments; and help coordinate opportunities to build communications capacity of member organizations.

Other Responsibilities (10%)

- Provide **logistical and administrative support for communications projects** and events, and scheduling support for the Director of Communications.
- **Share infrastructure/administrative responsibilities with other staff;** participate in regular staff meetings and other campaign meetings, as requested.

Qualifications and Skills of Ideal Candidate

- **Passion for/knowledge of police accountability issues,** and demonstrated commitment to the vision and values of CPR. Knowledge of key issues, commitment and demonstrated experience working with/organizing diverse communities directly affected by discriminatory and abusive policing, particularly low-income communities of color, including: youth, LGBT people, homeless people, immigrants, Muslim communities, women, and people with disabilities.
- **At least 3-5 years of experience coordinating multi-faceted communications strategies in a campaign setting, reaching various audiences** (e.g. producing press and other materials, managing online and social media to advance campaign goals). **Demonstrated experience as effective online campaigner,** using Facebook, Twitter, Instagram and other social media platforms as organizing tools.
- **At least 3 years managing dynamic websites, content management systems and online organizing tools** (including experience with Drupal, SquareSpace, WordPress and other website content systems). Strong knowledge of website usability and email marketing best practices; working knowledge of HTML to execute effective design.
- **Excellent and fast graphic design skills** (Photoshop, Illustrator, InDesign, etc.), ability and track record of producing high quality graphic design within quick deadlines.
- **Excellent writing, research and communications skills,** including: demonstrated ability to analyze issues, think strategically, and communicate complex issues clearly and persuasively to a variety of audiences; ability and track record of writing well, quickly, and within deadlines.
- **Strong interpersonal and team skills** with proven ability to help lead committees and work both independently and in collaboration with others.
- **Understanding of, and flexibility in, a small team, fast-paced environment and excellent organizational skills:** creative, results and detail-oriented, and able to manage and prioritize multiple responsibilities within deadlines.
- Experience providing technical assistance and training highly preferred.

- Spanish language proficiency preferred.
- Proficiency with video-editing software preferred.

Position Reports to: Director of Communications

Compensation and Schedule: This is a full-time salaried position with generous benefits package. Current annual salary range for this position is \$48K-\$61K, based on experience and qualifications. Most work will be during business hours, but schedule varies based on activities of the campaign, and will require working evenings and weekends, as needed.

How to apply: As pdf attachments, please send your resume and a cover letter to jobs@changethenypd.org. Cover letter should include 2-3 links to relevant sample work, and contact information for three professional references. In the email's subject line, include the position title: "Communications Coordinator". The position will be open until filled. No phone calls please. We appreciate all applicants, but please be advised that we can only respond to those we intend to interview. For more information about CPR, please visit our website at www.changethenypd.org

Communities United for Police Reform (CPR) is an Equal Opportunity Employer and does not discriminate on the basis of race, creed, sexual orientation, gender identity, age, ethnicity, national origin, religion, or disability.