



Position Description Communications & Outreach Director

The Center for Justice & Accountability is an international human rights organization dedicated to deterring torture, war crimes, crimes against humanity and other severe human rights abuses around the world through litigation, policy advocacy and outreach in pursuit of truth, justice and redress for victims and survivors.

Position may be based in San Francisco or Washington D.C.

Position Overview

This position contributes to CJA's overall mission by executing the organization's communications and media strategy. The ideal candidate will be a seasoned professional with outstanding writing, editing and interpersonal skills, who has a proven ability to create content, tell stories, and develop long-term relationships with media and other constituencies. S/he will have experience developing strategic messaging to reach and engage diverse audiences across various platforms. This is a full-time, exempt position.

Reporting Relationships

The Communications Director reports to the Executive Director. S/he works with the Legal Director, Transitional Justice Director, Director of Strategic Partnerships, Development and Social Media Coordinator and other staff and consultants.

Primary Responsibilities

Working with the Executive Director and the Director of Strategic Partnerships, the Communications & Outreach Director leads the creation and execution of a comprehensive internal and external communications strategy to maximize CJA's profile and social impact. The Communications Director understands communications trends, best practices and technologies and how these might be best utilized to meet organizational goals within available resources.

Strategic Communications

- With the Executive Director and others, develop, implement, and manage a strategic, proactive communications, public relations and media strategy for the organization;
- Oversee the development of creative, aligned, and targeted messaging across the organization to promote CJA's mission, vision and values;
- Work with CJA staff, including the Development and Social Media Coordinator, to develop messages, facts sheets, web content, outreach materials, press releases and other content to communicate CJA's mission and value to diverse audiences; and
- Enhance communications standards, systems, and policies and branding.

Media

- Develop and execute CJA's communications and outreach strategy and media plan, including for various media and communications platforms;

- Manage CJA’s media presence and generate positive media coverage for the organization;
- Cultivate strategic relationships and work closely with reporters, journalists, producers, and editors to ensure CJA has a prominent media presence and is highly visible on key policy issues of importance to the organization;
- Respond to media inquiries and requests;
- Help prepare staff and principals for interviews and press events;
- Develop and review media-related materials, including press releases, op-eds, letters to the editor, media advisories, event invitations, and blogs; and
- Identify and secure new media partners for the organization.

Campaign & Outreach Events

- Work with CJA staff to develop campaigns that leverage CJA litigation to advance awareness, and other goals, in the US and in-country communities that the litigation concerns;
- Develop storytelling from within CJA partner communities;
- Work with CJA staff to develop campaigns around US policy debates to advance CJA’s policy priorities;
- Organize educational events to maximize CJA’s profile;
- Engage with potential speakers, guests, and staff to help craft and review speeches and content; and
- Collaborate with production team and volunteers to ensure smooth and effective messaging and production.

Web, Social Media, & Marketing

- Maintain brand standards and organizational identity;
- Oversee the development of branding and marketing materials;
- Work in close collaboration with the Development and Social Media Coordinator to collect and disseminate relevant content and oversee updates to CJA’s website and social media posts; and
- Oversee web and digital strategies.

Donor Communications

- Contribute to production of annual report, newsletters and other outreach materials.

Data Collection and Fiscal Compliance

- Develop metrics to measure effectiveness of media and outreach strategies and activities and to analyze trends;
- Develop and manage departmental budget, and ensure compliance with CJA fiscal policies and procedures; and
- Generate routine and ad hoc reports for management and Board.

Professional Qualifications

- At least 5-10 years of successful experience in designing and initiating strategic communications and media plans and campaigns;
- Proven results in engaging media and garnering media attention in various forms of media;

- Experience in conducting successful outreach campaigns to stakeholders;
- Familiarity with social media and crowd-sourcing platforms and tools;
- Excellent verbal and written communication, analytic, organizational and planning skills;
- Bachelor's degree in related field (Masters preferred);
- Strong project management and detail skills;
- Ability to work effectively with diverse colleagues and to inspire and motivate others;
- Strength in multi-tasking, goal-setting and workload prioritization;
- Experienced strategist, self-starter, results-oriented, and open to change;
- Experience with various forms of media, including online platforms;
- Commitment to international human rights; and
- Ability and willingness to travel occasionally.

How to Apply

Please submit a cover letter, resume and three professional references by e-mail to jobs@cja.org. Please reference "Attn: CO Search" in the subject line of the email. Applications will be accepted until the position is filled. No phone calls, please. Only applicants being considered will be contacted. CJA offers a competitive compensation and benefits package. Salary is commensurate with experience.

CJA is an equal opportunity employer committed to a diverse, multicultural work environment. People of color, women, people with disabilities, and people of diverse sexual orientations and gender identities are encouraged to apply. Pursuant to the San Francisco Fair Chance Ordinance, CJA will consider for employment qualified applicants with arrest and conviction records.

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