



COMMUNICATIONS DIRECTOR

POSITION OVERVIEW

The ACLU of Montana Foundation (“ACLU of Montana”) seeks a dynamic, strategic, and creative innovator to conceive and create all aspects of a state-wide public relations and communications program, using multiple platforms to reach audiences across Montana. At the ACLU of Montana, we cover the broad waterfront of civil rights issues, including the right to privacy (including reproductive rights), voting rights, criminal-legal reform, and 2S-LGBTQIA rights, with a particular emphasis on our strategic priority areas of Indigenous Justice and decriminalization of poverty. The ideal candidate has the demonstrated experience to lead a comprehensive strategic communications and marketing plan that furthers the organization’s goals, centers and uplifts community storytelling, while applying an anti-racist and anti-colonial lens to communications work.

The Communications Director will work closely with the Executive Director, the Leadership Team, and the National ACLU and supervise one other communications staff member based on needs determined by the Communications Director and Executive Director. The Communications Director will work across departments as a communication partner on strategic initiatives to meet the communication objectives described above.

The ACLU-MT is a fully remote office with staff working in communities across Montana. The Communications Director can be based anywhere in Montana. Candidates based in other states must be willing to relocate to Montana. To learn more about working for the ACLU-MT, please visit: www.aclumontana.org/careers.

ABOUT THE POSITION

Although it is not necessary for the Communications Director to have skills in every area related to the comprehensive communications and marketing work outlined below, it is imperative that they have the leadership and strategic skills to guide and manage the affiliate’s communication work and build a team that has the skills to carry out these tasks. As a person with a leadership role in the organization who is also responsible for managing a small team, you will balance many critical areas of work as outlined below.

KEY RESPONSIBILITIES

Strategic Leadership and Implementation of a Comprehensive Communications Program:

- Analyze and assess the current communications program’s effectiveness.
- Based on program assessment, create new communications goals and strategies to expand the organization’s efforts to increase organizational visibility, brand recognition, grow our supporter base, expand the public’s understanding of civil rights and knowledge of our work, and invite engagement to support integrated advocacy initiatives.

- Develop and implement multi-channel and multi-year communications plans and strategies to further the ACLU of Montana’s strategic plan. This includes identifying strategic messaging, channels, and tactics for distributing ACLU of Montana news, engaging with media, promoting advocacy campaigns, and broadening our audiences.
- Support and lead development of various staff trainings, including media preparation and advocacy resources, such as issue area reports.
- Strategically design the communication department’s staff composition, including creating a job description and filling the position for a communications staff member who the Communications Director will eventually manage and support.

Relationship Building, Content Creation, and Media:

- Navigate and build sustainable and constructive relationships with a broad array of strategic stakeholders, including key media outlets, donors, activists, and community members by developing communications messaging and content that will resonate with these respective audiences.
- Reinvigorate and expand the ACLU of Montana’s media list via segmentation by interests, region, etc.
- Raise the ACLU of Montana’s profile with editorial boards, talk radio, news shows, and opinion leaders.
- Ensure that the communications team is equipped to write and edit communications and outreach materials, including press releases, op-eds, web content, social media posts, talking points, and other messaging documents, fact sheets, bi-annual newsletters, and emails to supporters.
- Manage a robust digital presence, guaranteeing that ACLU of Montana’s social media accounts, website, and other digital channels and content are kept up to date, creative and thoughtful in their purpose.
- Where appropriate, pitch feature articles and interviews.
- Manage and draft email messages and action alerts to engage ACLU supporters in collaboration with the Advocacy team.
- Support production of engaging events and presentations, including town halls, rallies, etc.
- Collaborate with the Development Department to support the creation of appealing marketing materials and offering editing and branding support on other fundraising materials.
- Prepare summaries, talking points, and speeches for the Executive Director as needed.
- Prepare quarterly communications reports to the Board of Directors, highlighting our programmatic work and illustrating our work’s impact.

Ethical Storytelling as Advocacy

- Proactively work with colleagues and allies to connect to impacted community persons and communities to share their stories and voices, from an ethical storytelling orientation, related to our strategic priority issues.
- Ability to build long term relationships built in mutuality and trust with individuals and communities impacted by our work.
- Connect and utilize a multitude of communication channels and networks to elevate these stories to the broader public and targeted audiences.

Internal Relationships, Managerial, Professional Development, Administrative and other Misc

- Oversee the Communications Department budget.
- Recruit, direct, and supervise communication staff and interns.
- Attend national, regional, and other training and staff conferences.
- Model cooperation and collaboration cross-departmentally within the affiliate.
- Serve as a member of the Leadership Team with responsibilities including, but not limited to, promoting a culture of support, safety, and clear and direct feedback.
- Attend all mandatory staff meetings and occasional staff retreats.
- Perform other associated duties as needed and assigned by the Executive Director.

REQUIRED QUALIFICATIONS

The following experiences are integral to meeting job responsibilities. Please be sure to identify and highlight these in your application and throughout the hiring process. We deeply value lived experience in addition to any professional, volunteer, or coursework experience related to the items described below. Recognizing that the skills outlined below are varied and encompass the full range of needs for ACLU of Montana's Communications Department, if a candidate has very strong skills in one area, such as writing, but fewer skills in another area, such as digital communications, they are encouraged to apply and share an initial plan for augmenting their existing skill set and/or a communications team plan to ensure that all skills are encompassed in the department.

- Exceptional writing and oral communication skills, including copy editing and editing for tone and consistency.
- Demonstrated ability to write content for a variety of audiences about legislation, lawsuits, reports, and other items that fall within the scope of ACLU of Montana work.
- Successful experience in a combination of the following areas: media, strategic communications, digital communications, organizing, issue-based advocacy and/or public relations.
- Strong leadership and collaboration skills; demonstrated ability to work collaboratively and cooperatively with a varied and wide range of individuals and groups (i.e. staff members, board members, lawyers, clients, volunteers, and coalition partners and diverse communities).
- Robust project management experience with strong preference for knowledge of, or willingness to master, Asana software.
- Experience managing, prioritizing, and meeting numerous deadlines and diverse responsibilities in a timely manner, with the ability to pivot and re-prioritize when necessary to meet fast-changing deadlines.
- Familiarity with a broad range of civil rights issues in Montana and how they impact various communities.
- Experience working with media outlets at the national, regional, and local levels.
- Commitment to and passion for social justice and the preservation and advancement of civil rights and liberties.
- Commitment to equity and inclusion, and respect for differences of race, ethnicity, age, gender, sexual orientation, gender identity, religion, ability, and socio-economic circumstance and class. Understanding and willingness to engage with the issues of institutional and structural racism and bias and their impact on underserved and historically marginalized communities.

- Demonstrated experience engaging and working with and/or on behalf of underserved and historically marginalized communities.
- Commitment to and understanding of trust-building, ethical storytelling, and trauma-informed communication.
- Ability to travel and attend events as needed.

PREFERRED QUALIFICATIONS

The following experiences are particularly valuable, please be sure to address these in your resume or cover letter. We encourage you to apply even if you do not have these skills.

- Demonstrated ability to create, implement, and manage a strategic communications plan for a campaign or program.
- Experience working or volunteering extensively in a social justice or civil rights organization.
- Experience working in places where diversity and equity initiatives are forefront.
- Experience or knowledge of the varied Montanan Tribal Nations and their specific cultures.
- Familiarity with Microsoft Office suite, internet research, basic HTML or other web content publishing software, and Adobe or other print and online publication tools for web platforms and graphic design.
- Knowledge of the legislative process, strategic advocacy planning, ballot measure campaigns, field organizing, and/or impact litigation as a public policy tool.
- Demonstrated research skills.
- Lived experiences including, but not limited to:
 - Being directly impacted by the social and civil rights issues addressed by ACLU of Montana.
 - Living or working in Indigenous communities and/or living or working directly with people from diverse racial, ethnic, cultural, and socioeconomic backgrounds.
 - A history of personal work on issues of equity, inclusion, diversity and belonging, particularly on issues of race, ethnicity, gender, sexual orientation, and disability.