

NEW JERSEY POLICY PERSPECTIVE

About NJPP

New Jersey Policy Perspective (NJPP) is a nonpartisan think tank that drives policy change to advance economic, social, and racial justice through evidence-based, independent research, analysis, and strategic communications. NJPP is a leading policy voice in Trenton and was instrumental in the campaigns to raise the minimum wage, enact earned sick days, pass the millionaires' tax, and much more.

About the Role

Working with a coalition of racial equity-focused organizations, the Movement Communications Strategist will be responsible for the development and execution of a long-term media engagement strategy, including traditional and digital media. They will be expected to closely coordinate with the Communications Director, policy team, Development Director, President, and outside groups on events, press conferences, and other speaking engagements.

This is a special role as the coalition looks to increase its media footprint and influence while building a long-term infrastructure to advance racial equity. This is an ideal fit for a strong communicator and strategist who enjoys supporting issues of racial and economic justice and producing content that reaches millions of people.

To support our research and campaigns, you will:

- Lead coalition's communications efforts in both digital and traditional media.
- Conceptualize and execute the coalition's media strategy, including pitching and writing stories, op-eds, press releases, statements, and rapidly responding to news that intersects with the coalition's campaigns.
- Set framing and messaging of the coalition's key policy issues.
- Direct digital campaigns across multiple channels (web, email, Facebook, Twitter, Instagram, YouTube, SMS, etc.) to move public opinion and tell stories with impact.
- Develop and maintain relationships with journalists, monitor local and national press for relevant stories on racial justice, and take advantage of opportunities to engage.
- Lead campaign communications strategy and planning meetings with coalition partners.
- Manage development, production and distribution of all external materials prepared by staff, experts, or consultants.
- Train coalition members in preparation for media appearances and public speaking events.
- Evaluate and report on coalition's strategic communications efforts

To be successful in the role, you will have:

- Excellent writing, editing, and verbal communication skills.
- At least 3 years of experience in media and communications roles (relevant internships qualify).
- Experience telling stories from diverse perspectives, including those from impacted communities and people with direct lived experience.
- A demonstrated comfort with racial justice issues and a comprehensive analysis of systemic racism.
- A willingness and ability to travel across the state as needed.
- Experience with digital organizing and building communities on various social media and online platforms.
- Strong attention to detail and organization while managing tight deadlines and multiple projects.
- A professional portfolio of work, including but not limited to op-eds, articles, campaign materials, and social media content.
- Working knowledge of Adobe Creative Suite and/or equivalent tools.
- Knowledge of how to maintain a production calendar.
- Experience with Zoom and/or other streaming platforms.

Compensation

This position is full-time and based in Trenton. The salary range for the Movement Communications Strategist is \$60,000 - \$70,000. NJPP also offers a competitive benefits package.

How to Apply

Please send your resume, cover letter, and portfolio of work to careers@njpp.org with the subject line "[Last name] - Movement Communications Strategist" by August 11, 2021. In lieu of a portfolio, please link to or attach three examples of your work with a brief description of your role in the project.

NJPP is an equal opportunity employer. We will consider applicants for this position without regard to any category protected by applicable federal, state or local law, including but not limited to race, color, religion, sex, national origin, age, physical or mental disability, veteran status or uniformed service member status.

Women, people of color, LGBTQ people, young people, and members of other historically disenfranchised populations are strongly encouraged to apply.