



Job Description

Director of Communications

Job Title: Director of Communications
Reports to: Executive Director
Hours: Full-time, 40 hours/week

ABOUT CURYJ

Born by organizing systems-impacted youth of color and young leaders to defeat Oakland's gang injunctions in 2010, CURYJ's mission is to unlock the leadership of young people to dream beyond bars. CURYJ's creed is that we must – transform, not reform - the systems that have harmed communities of color for generations, most notably the criminal (in)justice system. Guided by our Theory of Transformation and Liberation (TOTAL), CURYJ believes *that by uplifting the voices of systems-impacted young people of color through leadership development, advocacy and movement building, and community healing, then we can end youth incarceration in California by 2030, and beyond.*

ABOUT THE DIRECTOR OF COMMUNICATIONS POSITION

CURYJ has grown significantly over the last several years to meet the community's needs. CURYJ has made significant contributions towards ending youth incarceration in California and beyond, including major local and State policy wins, such as ending local gang injunctions, ending DA-discretionary youth transfers to the adult system, and shifting resources from Police and Probation into the hands of the Community. CURYJ is now poised for its next phase of strategic growth, and has created several new Director-level positions to help lead the organization and spearhead new community initiatives aimed at building community power and ending youth incarceration in California once and for all.

Reporting to the Executive Director, the Director of Communications will lead the planning and execution efforts to advance the organization's strategic goals and social justice agenda. Serving as a key partner and collaborator to our Programs and Policy Teams, the Director of Communications will lead the organization's communications strategies which will include collaborating closely with organizational partners on statewide advocacy campaigns, and generating media coverage.

PRIMARY RESPONSIBILITIES

Organizational Leadership and Management

- Develop a communications strategy for the organization informed by the organization's goals and strategic plan, as well as the organization's key focus areas
- Manage the Communications Team budget and personnel, including consultants
- Provide the team w/effective oversight and a clear sense of purpose; includes supervising, evaluating, and mentoring staff to support their professional development
- Proactively implement the organization's diversity, equity & inclusion goals, including recruitment, development and success of diverse staff, building an equitable and inclusive team and organizational environment
- Strengthen the organization's brand strategy including messaging, "voice", and look

Strategic Communications

- Develop effective narratives, and key messages that advance CURYJ's social justice agenda
- Develop and produce strategic communication campaigns in collaboration with program teams and community partners to advance our advocacy and power-building efforts
- Lead the generation, editing, organization and dissemination of content across multiple channels (FaceBook, Instagram, reports, blog, press releases, photos, graphics)
- Manage press events and support speakers including providing media and communications training to staff and partners
- Develop and implement metrics to effectively evaluate effectiveness of campaigns and track media coverage for the organization
- Expand the organization's reach into diverse audiences, including directly impacted communities, community allies, policy makers, opinion leaders, supporters and social media followers
- Oversee the organization's web/social media/email database properties to ensure optimal performance and delivery of quality content
- Address the diverse language and access needs of our client communities in our external communications

Serve as a highly visible and collaborative leader:

- Work closely with CURYJ's Policy Department to ensure local, state, and national policy work is amplified
- As a member of CURYJ's Leadership Team, contribute to the development and implementation of CURYJ's organizational vision, mission and impact, our core values, and DEI commitments
- Work collaboratively with other Directors and Departments to ensure alignment and efficacy towards our communication strategies
- Broaden CURYJ's exposure to social campaigns, activists, and thought leaders in the communications space
- Develop and/or manage CURYJ's communication partnerships with the goal of strategic collaboration for the greatest impact

Media Relations

- Create and implement a media outreach and engagement strategy to increase CURYJ's media presence and community relevance
- Establish and maintain relationships with key media stakeholders
- As needed, organize and launch press conferences to amplify and uplift CURYJ's work on ending youth incarceration
- Create and implement a youth and staff media training to increase CURYJ's effectiveness during media interviews

QUALIFICATIONS:

- Minimum of 8-10 years of progressively responsible, strategic communications/media and public relations experience in a social justice, policy, political or advocacy setting, or similar relevant experience
- Bachelor's degree
- Demonstrated project and people management skills
- Excellent storytelling, writing and editing skills
- Commitment to CURYJ's vision, mission and theory of change
- Experience collaborating with organizations and stakeholders
- Direct experience managing communications in an advocacy setting, including supporting policy campaigns
- Strong digital and social media skills

COMPENSATION & BENEFITS

Compensation is commensurate with experience, ranging from \$90,000 - \$115,000.

This position is exempt full time with excellent benefits, including 100% coverage of employee's medical (highest Cal Choice package included), \$25,000 life insurance plan, vision and dental; and an option to enroll into a 403(b) plan. In addition to 2 weeks paid vacation per year + a 2 week "office shutdown" during the December/January holidays, CURYJ provides the following paid holidays: *New Year's Day, Martin Luther King Jr. Day, President's Day, Cesar Chavez Day, Memorial Day, July 4th (Independence Day), Labor Day, California Native American Day, Veteran's Day, Thanksgiving Day, The Friday after Thanksgiving Day, Your Birthday.*

EQUAL OPPORTUNITY EMPLOYER & COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

CURYJ is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, educational background, protected veteran status, or any other characteristic. We strongly encourage formerly incarcerated and/or those that identify with the LGBTQ+ Community to apply. Please visit our website to learn more about our work: www.curyj.org.