

# National Police Accountability Project

A Project of the National Lawyers Guild

## JOB POSTING

### **Social Media and Communications Coordinator of the National Police Accountability Project**

June 22, 2021

*This position will include guidance and training from seasoned communications consultants, and we encourage even those candidates without traditional media training to apply.*

The Social Media and Communications Coordinator is a new position that will work under the supervision of the Executive and Legal Directors and in collaboration with other staff to ensure meaningful and impactful communications to advance NPAP's mission.

This position will begin as a part time (25 hours/week) role, with the potential for growth. In this role you will design and deploy strategic communications (primarily digital) and produce thoughtful, impactful writing. This role will advance and amplify our work by utilizing value-based and goal-oriented communications tactics to publicize our work, promote campaigns, engage larger audiences in our mission, and influence how our issues are framed in the media. Moreover, this individual will assist NPAP in our development and fundraising efforts through meaningful donor engagement.

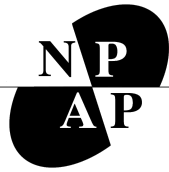
We are acutely conscious of the myriad ways in which historically underrepresented groups are excluded and marginalized through both implicit and explicit cues throughout the hiring process and want to underscore that our greatest priority is finding someone who shares our mission, values, and commitment to this work. We encourage anyone to apply who enjoys writing and can do so on a deadline and is open to learning and growing with us.

You are an ideal candidate if:

- You have a demonstrable passion for social justice and alignment with NPAP's mission, culture, and core values.
- You are a talented writer, who takes pleasure in drafting various forms of communications around a single topic and is attuned to the shifting form of messaging needed for different audiences and stakeholders.
- You are excited at the prospect of joining a collaborative and dynamic team environment and are eager to contribute to that dynamic.
- You are invested in furthering the work of NPAP at large.
- You think about the larger implications of any piece of communication and its role in broader narratives, while being detail oriented and organized.
- You feel able to respond quickly to new information, especially in contexts that may require narrative shifting and rapid response.
- You can synthesize information from different sources and understand nuanced campaign and messaging goals.

2022 St. Bernard Avenue, Suite 310 | New Orleans, Louisiana 70116

504-220-0401 tel | [www.nlg-npap.org](http://www.nlg-npap.org)



# National Police Accountability Project

A Project of the National Lawyers Guild

- You readily accept and incorporate feedback and challenge yourself and others to find creative solutions to dilemmas.
- You are guided by a strong sense of curiosity and are interested in learning more about the legal system as it relates to police violence and avenues for increased accountability.
- You have a high degree of comfort with technology, especially social media platforms.
- You have some experience with graphic design and are excited to create visual additions to NPAP's written communications when needed.
  - Familiarity with Adobe Creative Suite, Canva or other design programs is an advantage.
  - Experience with Wordpress, and/or video production is an advantage.
  - 1-2 years experience running social accounts for an organization (nonprofit, community group, student organization, etc.) is an advantage
  - Experience copywriting with exceptional grammar is an advantage

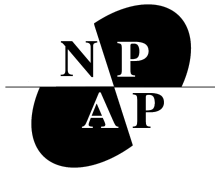
## Core Responsibilities

### Social Media:

- Work, in collaboration with NPAP staff as a whole, to develop a consistent voice for the organization on social media. This will include:
  - Creating a posting schedule for the platforms we are currently on (Twitter, Facebook, Instagram)
  - Establishing NPAP's tone and stance on various issues to allow us to nimbly respond to tweets and comments from other users
  - Engage with the content produced by other organizations and individuals we are seeking to uplift
  - Maintain a “finger on the pulse” across platforms, to ensure we are able to quickly respond and engage in conversations as they develop on different platforms
  - Implementing organizational communications strategies in the context of social media, including for advocacy and litigation campaigns
  - Identify opportunities to promote NPAP's work and resources. Help reach goals for increased reach and engagement on social media platforms and website.
  - Identifying opportunities for NPAP to develop relationships and voice on other platforms and mediums, in particular establishing a content calendar and system for a new platform such as TikTok (or one-off engagements, like a Reddit AMA).

### Other Media:

- Draft press releases, op-eds, and other media materials in support of organizational priorities and campaigns.
- Monitor news coverage on key issue areas to identify opportunities for engagement.
- Draft blog posts that uplift NPAP members' work and the work of allies and partners.



# National Police Accountability Project

A Project of the National Lawyers Guild

## **Compensation and Location**

This is a part time (25 hours/week), hourly position. The starting salary is \$20/hour.

This is a union position, with excellent pro-rated benefits, including medical, dental, and retirement benefits. NPAP is headquartered in New Orleans, LA, and would prioritize applicants in this region, although the position may be fully remote.

## **To Apply**

Submit a cover letter, resume, and three references in a single PDF to [director.npap@nlg.org](mailto:director.npap@nlg.org). Include “Social Media and Communications Coordinator” in the subject line of the email.

Position open until filled, although applicants are encouraged to apply as early as possible. No phone calls please.

Applicants should be prepared to share a writing sample if asked for an interview.

*NPAP is an Equal Opportunity Employer that actively recruits women, Black, Brown, Indigenous, and other People of Color, persons with disabilities, persons of diverse gender and sexual identities, immigrants, and formerly incarcerated persons.*