

National Police Accountability Project

A Project of the National Lawyers Guild

Position summary: The Communications Director works under the supervision of the Executive Director and will supervise the Social Media Coordinator. The Communications Director oversees and executes communications strategies and activities, including messaging, press engagement, story identification, and original content drafting to advance NPAP's organizational goals. The Communications Director will also craft strategies to elevate NPAP's profile as a trusted expert in policing through traditional earned media efforts, speaking engagements, and managing the development of digital content. The position is remote with the option to work anywhere in the United States. *This is an exempt, managerial position.*

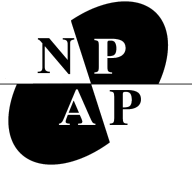
Organizational Background:

NPAP is a non-profit organization dedicated to ending law enforcement violence in all its forms through coordinated legal action, public education, and support for grassroots and victims' organizations. We have hundreds of dues-paying members nationwide. Membership is open to lawyers, legal workers, and law students who represent victims of police and correctional misconduct. NPAP is a project of the National Lawyers Guild (NLG).

Salary: Minimum starting salary of \$85,000/yr with consideration given for geographic location and experience.

Benefits include:

- Fully paid health, dental, and disability insurance;
- 401k employer match;
- 10 days of paid vacation;
- 13 paid holidays;
- Sick days and personal days.



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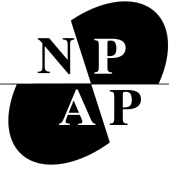
Responsibilities:

Communications Strategy & Management

- Develop and implement strategic communications plans, including in the areas of press and digital communications.
- Produce and supervise the production of digital newsletters, website content, social media content, press releases, public remarks and speeches, fliers, brochures, op-eds, talking points, letters to the editor and other materials.
- Develop and implement media relations strategies to reach the organization's goals related to litigation, advocacy, and membership outreach, including participating in regular strategy sessions with legal, advocacy, and development teams.
- Direct and manage the communication department's budget.
- Meet with coalition partners and co-counsel to create and support joint press releases & digital campaigns.
- Ensure the regular updating and diversification of content on NPAP's website.
- Supervise the Social Media Coordinator and future communications team members, including setting performance goals, conducting performance evaluations, and supporting professional development.

Press and Public Relations

- Oversee proactive earned media and digital campaigns that expand awareness of NPAP's profile and mission.
- Deepen media familiarity with NPAP and position NPAP as the "go-to" media resource on policing issues.
- Serve as press contact and foster strong relationships with the media.
- Broaden NPAP's media relationships and distribution beyond traditional media to include BIPOC-led media outlets, substacks, podcasts, and alternative publications covering criminal legal system reform.



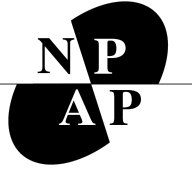
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- Develop original content and pitch stories to the media.
- As strategically appropriate, support NPAP members and external partners in press engagement and press capacity-building, to advance shared goals.
- Monitor media for opportunities to engage, including in rapid response and time-sensitive matters of interest related to NPAP's work.
- Evaluate success of media outreach.
- As appropriate, train and support directly impacted people, including clients, members, and external partners, for work with the press in order to center marginalized voices, while prioritizing people's safety and empowerment.
- As necessary, staff the Executive Director for high-profile speaking engagements and other public appearances.

Qualifications

- Excellent writing, editing and interpersonal communication skills.
- Must have at least 7 years communication experience, preferably in a membership association or non-profit organization.
- At least 2 years of direct management/supervisory experience.
- Experience with building and implementing strategic communications plans.
- Experience working with coalition partners.
- Experience working on and fluency in criminal legal system issues, preferred.
- Experience crafting messages on technical and controversial topics for a broad range of audiences.
- Capacity to thrive in a fast-paced atmosphere.
- Ability to meet deadlines and balance competing priorities.
- Ability to copy edit own work and produce materials without errors or typos.
- Strong organizational skills.
- A commitment to NPAP's mission of ending police violence.



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Application Instructions

Please send your resume, cover letter, and three professional references to Re'Neisha Stevenson, by email to assistant.npap@nlg.org. We will encourage applicants to submit their materials before Monday, April 1, 2024 but the position will remain open until filled.

NPAP is an equal employment opportunity employer. NPAP understands that police violence and the carceral system disproportionately harm communities of color, people with disabilities, and people from low-income backgrounds. We strongly encourage applications from people with these identities and lived experiences.