

National Police Accountability Project

Position summary: The Communications Director works under the supervision of the Executive Director and will supervise a staff member focused on digital content creation. The Communications Director oversees and executes communications strategies and activities, including messaging, press engagement, story identification and development, 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.*

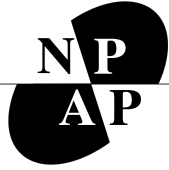
Organizational Background:

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 to increase awareness and engagement with NPAP’s key audiences and establish NPAP as a thought leader in criminal justice and policing issues.
- Produce and supervise the production of all print and digital communications, including digital newsletters, website content, social media content, press releases, public remarks and speeches, fliers, brochures, op-eds, talking points, and letters to the editor.
- Develop and implement public relations strategies to reach the organization’s goals related to litigation, advocacy, fundraising, and membership recruitment and outreach, in collaboration with the 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.
- Supervise staff member focused on digital content creation 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.
- In coordination with the Executive Director, establish NPAP's tone and stance on various issues to allow the organization to nimbly respond to high profile events and developing news on policing issues.
- Monitor media for opportunities to engage, including in rapid response and time-sensitive matters of interest related to NPAP's work.
- In coordination with the Executive Director, develop and track KPI's to evaluate success of media outreach and impact of social media presence.
- As appropriate, train, support and develop talking points for staff, board, clients, members, directly impacted people, and external partners.
- As necessary, staff the Executive Director for high-profile speaking engagements and other public appearances.

Qualifications

- Highly effective communicator with demonstrated experience conveying complex and controversial issues in an accessible and compelling way to a broad range of audiences.
- Excellent writing, editing and interpersonal communication skills.
- Must have at least 7 years communication experience. Strong preference will be given to individuals with prior experience working at a social justice non-profit organization.
- At least 4 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 working with and crafting messages on behalf of people directly impacted by government, preferred.



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- Experience developing and executing integrated advocacy campaigns, preferred.
- Capacity to thrive in a fast-paced atmosphere.
- Openness to feedback, collaboration, and growth.
- Ability to meet deadlines and balance competing priorities.
- Ability to copy edit own work and produce materials without errors.
- Strong organizational skills.
- A commitment to NPAP's mission of ending police violence.
- Awareness of and willingness to engage in challenging systems of oppression and institutional and structural racism.

Application Procedure

Please send your resume, cover letter, and three professional references to Re'Neisha Stevenson, by email to assistant.npap@nlg.org. We will begin reviewing applications the week of January 6, 2025 but the position will remain open until filled.

NPAP is an equal opportunity employer and strongly encourages applications from all qualified individuals including women, people of color, persons with disabilities, formerly incarcerated individuals, and lesbian, gay, bisexual, transgender, and gender nonconforming individuals.
