

People's Action

Communications Director – Posted 1.6.16 (open until filled)

Overall

This is not your ordinary communications role. This is an once in a lifetime opportunity engage in the Battle of Big Ideas and shift the narrative in America to achieve our vision of a [new economy](#) and just democracy, one that puts people and planet over profits and polluters. This is a leadership role in a political revolution.

People's Action is...

People's Action is an exciting dynamic new organization formed by a merger of three powerful organizing groups – Alliance for a Just Society, National People's Action and USAction. Our ambition is nothing less than to creating a new people's politics in America. Through strategic issue campaigns, leadership development, direct action, grassroots and netroots action we engage everyday people and power organizations in more than thirty states in building an economy and a democracy that puts people and planet first.

What you'll do

The leader in this role will be responsible for achieving three main outcomes:

- Compelling the right audiences to believe in and act on our vision
- Supporting our campaigns to win through the use of effective story telling and use of media to shift the landscape of ideas in the public debate
- Building a team of leaders across our network capable of compelling more and more audiences to believe in and act on our vision

Who you are

The person we need in this role:

- Is an exceptional and persuasive story teller, writer and speaker
- Can see a communications strategy through from concept to execution
- Has a track record of effectively leading others to achieve ambitious outcomes
- Can manage high level media, partner and political relationships

You will have a leadership role in changing the story in America about what's wrong and how to fix it -- backed up by a strong national team of more than 50 staff and a 600-staff affiliate network in thirty+ states.

Tangibly, this means:

- Telling our story to the right audiences
- Running the communications aspect of our campaigns
- Training and organizing leaders across the country to amplify our story

Responsibilities

- Develop, manage and drive the organization's media and messaging strategy coordinated through various channels, with input from Staff, Board and affiliate leadership.
- Drive the organizations message, policies and ideas in traditional and social media.
- Supervise the production of high quality, timely, original social media and digital content.
- Oversee the organization's earned media and social media work, including the creation and oversight of the execution of media plans.

- Work with other staff to develop long-term communications strategies, including developing future report ideas, identifying messaging opportunities, and partnership opportunities.
- Ensure that the organization has strong relationships with the media and bloggers, communications staff at allies, and communications staff on the Hill and in the Administration.
- Maintain best practices and operations for all digital technology systems used for the website and various operations. Incorporate data driven strategies to ensure top notch digital program. Experience identifying and negotiating with vendor partners to implement new/emerging technologies.
- Stay current on best practices, trends, and technologies related to content creation and communications.
- Supervise approximately five staff members and oversee the communications budget.
- Develop clear, coordinated processes for the execution of department responsibilities.

An ideal applicant would possess these qualifications

- Experience leading a fast paced and effective communications program for a progressive organizing and/or advocacy organization, political or issue campaign.
- 5-10+ years' working experience managing communications strategy development in a progressive organizing or advocacy environment
- Track record of successfully developing and executing integrated communications strategies for an organizing or advocacy organization or political/issue campaign.
- Experience with developing/executing digital and earned media campaign plans.
- Strong management, budgeting, analytical, and organizational skills, including relevant project management experience.
- Extensive experience managing and building a high performing team.
- Experience in managing people/departments/organizations during periods of change strongly preferred.
- Exceptional communication skills, both written and oral.
- Ability to work with diverse people and organizations.
- Excellent relationship-building skills with ability to influence others to move toward a common vision or goal.
- Bachelor's degree in communications, marketing, or a related field.
- Commitment to social justice.
- Experience creating, maintaining, and executing content and digital strategy for progressive organizations.

Salary and Benefits

Salary is based on experience and you should put your desired range in your cover letter. People's Action's competitive benefits package includes medical and dental insurance, 401k plan with employer contribution, flexible spending account, and paid time off in December in addition to paid vacation.

Application Process

Please send a cover letter, resume and three writing samples to James Mumm (jobs@peoplesaction.org). Position is open until filled. People's Action is an Equal Opportunity Employer; women, people of color and LGBT people are strongly encouraged to apply.