

## **Job Announcement**

### **Communications Director**

California Criminal Justice Reform Campaign

A project of Tides Center

The California Criminal Justice Reform Campaign is a new, multi-year criminal justice reform campaign to reduce California's costly overreliance on incarceration. The intent of this effort is to engage a broad cross section of the public to question the use of limited public dollars on costly incarceration instead of more effective approaches to public safety, and to create an initiative grounded in strategic partnerships to reduce the number of lower-risk people incarcerated in California prisons and jails and make smarter investments of public dollars.

In order to substantially reduce levels of incarceration and free public dollars for other public expenditures, the campaign will work to promote sentencing reform and advance other systemic policy reform at the state level and in target counties. The Campaign will also work to expand the use of alternatives to incarceration, including community corrections, community-based supervision, drug treatment, mental health treatment, community service, workforce development, and other evidence-based practices and to reduce the re-incarceration of formerly incarcerated individuals for probation and parole violations.

Housed as a project of Tides Center, the campaign is supported by several local and national donors seeking to support more justice and rational criminal justice policies. The campaign is expected to last at least 3 to 5 years. To our knowledge, this is the first time a sustained criminal justice reform effort of this size, scope and duration has been created in California.

### **Communications Director Position Summary**

Reporting to the Campaign Director, the Communications Director will be part of a team of 4 to 5 key staff running the campaign.

The Communications Director will be responsible for working with the Campaign Director to develop and implement a communications strategy to advance the goals of the campaign, including earned media, paid media, online organizing, and polling to pass criminal justice reform legislation, influence public opinion on criminal justice issues, and expand support for alternatives to incarceration at the state and local level. The Communications Director will maintain relationships with local, statewide and national reporters, utilize non-traditional media outlets, and work with media consultants and strategists as appropriate. It is envisioned that the Communications Director will support overall campaign strategy development and work collaboratively with the campaign team on a daily basis.

### **Essential Position Responsibilities**

1. Design, implement and manage a strategic communications and message plan for the campaign, including polling, message testing, earned media, paid media and online organizing.
2. Develop and maintain effective relationships with key local, statewide and national reporters and outlets to garner media coverage for campaign activities; influence story frames about criminal justice policy and excessive public spending on incarceration, to appeal to and engage diverse constituencies; and market messages for the campaign's public education and legislative efforts.
3. Develop campaign public education, marketing and press materials, including press releases, letters to the editor, opinion editorials, website and new media material; and, oversee quality control and message discipline in all campaign materials and messaging.
4. Manage all of the campaign's communications activities, including email list management, website and online activity and coordination with media consultants.
5. Serve as a spokesperson and media resource for media outlets and help to identify and cultivate appropriate spokespersons in response to media requests as needed.
6. Ensure that media is monitored to keep campaign stakeholders informed and to ensure a rapid and effective response operation on major criminal justice stories.
7. Prepare regular reports on news coverage and other metrics of communications work, assist with board and stakeholder reports and materials and work on any related communications efforts.
8. Other duties as needed to achieve the success of the campaign.

### **Required Qualifications**

1. 5+ years of professional communications experience, preferably in a campaign, policy advocacy, social justice, public education or electoral politics setting.
2. Expertise in designing and implementing earned and paid media strategies, familiarity with campaign website and email list development and management, and experience developing effective messages for complex social justice issues.
3. Excellent written and verbal communications skills.

### **Desired Skills and Capabilities**

1. Experience with California criminal justice issues and criminal legal issues strongly preferred.

2. Existing relationships with reporters and major media outlets in California strongly preferred.
3. Relationships with other significant public sector constituencies.
4. Experience working with consultants to develop polling, and to implement paid media strategies, including television and radio ads, viral videos and billboards preferred.
5. Experience in community organizing.
6. Goal-driven and results-oriented individual with a strong commitment to social justice.
7. Well-organized, a self-starter, flexible, creative, able to work under pressure, and be able to work quickly and cooperatively on several efforts at one time.

### **Compensation and Benefits**

Compensation commensurate with experience. Full medical/dental benefits provided.

### **To Apply**

Please send:

1. A cover letter indicating your match to the stated job requirements;
2. Your resume;
3. 3-5 professional references, and;
4. A sample communications plan you have designed and implemented, and/or samples of stories you successfully placed or opinion editorials you have written and placed.

Position open until filled. Applications should be sent to [cacrimjustreformcampaign@gmail.com](mailto:cacrimjustreformcampaign@gmail.com) with a reference to the job title, "Communications Director" in the subject line. Alternatively, applications can be mailed to:

Communications Director Application  
CA Criminal Justice Reform Campaign  
C/o Rosenberg Foundation  
131 Steuart Street, #650  
San Francisco, CA 94105

The Campaign to Reform California's Criminal Justice System, a project of Tides Center, is an equal opportunity employer. We strongly encourage and seek applications from

women, people of color, including bilingual and bicultural individuals, as well as members of the lesbian, gay, bisexual, and transgender communities. Applicants shall not be discriminated against because of race, religion, sex, national origin, ethnicity, age, disability, political affiliation, sexual orientation, gender identity, color, marital status, medical condition (cancer-related) or conditions Acquired Immune Deficiency Syndrome (AIDS) and AIDS-related conditions (ARC). Reasonable accommodation will be made so that qualified disabled applicants may participate in the application process. Please advise in writing of special needs at the time of application.