



JOB POSTING – COMMUNICATIONS MANAGER

Organizational Background:

Open City Advocates (OCA) provides youth-centered legal defense and holistic advocacy for young people after sentencing in juvenile court. With this approach as our foundation, we assist our clients to reintegrate into their families and communities while fighting for a fair and compassionate justice system, both in the District of Columbia and nationwide.

OCA serves youth who have been committed to the DC Department of Youth Rehabilitation Services (DYRS). We tackle racial inequity in our juvenile legal system where it is most extreme, as 100% of youth who are committed to DYRS are youth of color. Based on the knowledge we gain from our direct client services, we then spearhead systemic reform efforts to end the revolving door of the juvenile and criminal legal systems, safeguard and expand due process protections, and encourage individualized, trauma-responsive services for court-involved youth. In 2020, the DC Court of Appeals ruled in our favor in our longstanding impact litigation case, *In re N.H.M.* (224 A.3d 581 (2020)). As a result of this decision, youth in DC's juvenile justice system now have a clearly established right to an attorney throughout their commitment to DYRS.

To actualize this right to counsel, OCA recently partnered with DC's Family Court to establish a Post-Commitment Juvenile Attorney Panel, in which OCA's staff attorneys provide specialized, court-appointed representation to youth committed to DYRS. This required OCA to double its staff. Our staff members currently consist of our Chief Executive Officer, Penelope Spain, our Chief Operating Officer, Whitney Louchheim, and, our staff attorneys, Rondell Magic Jordan and Raymond Ngu. Our staff is a small but mighty team of four attorneys; we are passionate about uplifting young people and breaking down barriers. We value diverse working and communication styles, creative thinking, and a willingness to challenge conventional ways of operating. In order to continue tackling systemic injustices in the District of Columbia and to encourage post-commitment representation in other jurisdictions, OCA is now seeking a Communications Manager.

Position: Communications Manager

Reports to: Executive Director

FLSA status: Exempt - approximately 32 hours per week

Work location: Hybrid - some in-person activities (meetings, fundraisers, events, etc.) required

Compensation & Benefits: Salary is \$54,000 to \$58,000, depending on experience. Benefits include health, dental, and vision benefits, 12 days of paid vacation, sick leave, federal and DC holidays including Juneteenth, 401(k) matching program, up to 12 weeks of parental leave, and professional development opportunities. Flexible work schedule with approximately 1 day per week in person at OCA's office. We strongly encourage a healthy work/life balance.

Position Overview:

This position is new to our organization and we see it as an ever-evolving role that will change and grow along with the organization as a whole. Beyond the list of responsibilities below, the

person filling this role will work towards further defining the position itself and how it will best serve the organization and the population we serve, as well as all other stake-holders.

Reason Position Exists:

- To lead and execute all communications efforts and brand management for Open City Advocates
- To establish and implement comprehensive initiatives that advance Open City Advocates' financial position and its visibility in the communities we serve

Focus:

75% Communications Strategy, Awareness, Representation - 25% Resource Development

Key Result Areas:

The primary accountabilities for the position include:

Communications Strategy, Awareness, Representation

- Develop communications and marketing strategies and content calendar
- Prepare and present an annual marketing audit to the CEO
- Manage and execute all marketing campaigns, events, and communications efforts including, but not limited to, social media, drafting blogs and op-eds
- Ensure a strong Open City Advocates brand internally and externally, ensuring a consistent message throughout all programs and initiatives
- Responsible for the analog and digital communications strategies and execution
- Working with a website developer, update and/or refresh the Open City Advocates website and ongoing website maintenance
- Work with the staff, clients, youth, and their families to translate program and mission-based work into compelling stories that can inspire a broad audience
- Design and produce any collateral necessary to promote and communicate Open City Advocates work
- Ensure documentation and publication (photos, videos, etc.) of events and programming
- Actively partner with like-minded organizations to create or co-create content that simultaneously advances the mission of Open City Advocates
- Liaise directly with clients, youth, and their families to elevate their lived experiences, enable them to actively engage in local policy debates, and ensure their voice is incorporated in our messaging
- Enhance the community's awareness of, and commitment to, the work of Open City Advocates
- Working with the CEO, build and maintain relationships with the media.

Resource Development

- Participate in the development and execution of annual fundraising plans
- As needed, assist the CEO in researching, cultivating, soliciting, and stewarding donations from individuals, foundations, corporations and government institutions
- Draft grant applications and grant reports

- Maintain Neon CRM system for grants, donor database, data analysis and reporting
- Draft and distribute donor solicitations and gift acknowledgements

Education and Experience:

- 3 + years success in a communications role (ideally in a start-up environment)
- Demonstrated commitment to racial and/or social justice issues
- Demonstrated experience creating and evaluating social media campaigns
- Demonstrated experience designing and creating marketing collateral and materials
- Demonstrated experience developing, implementing, and evaluating both strategic and tactical communication initiatives
- Experience with A/B testing as well as drip and trigger email marketing campaigns
- Familiarity with grant writing
- Demonstrated track record of developing and advancing significant strategic partner and/or funder relationships
- Intermediate level skill in CRM database management (Neon is preferred), Google Suite, Webflow (or similar website building tools), virtual meeting platforms, Mailchimp, Canva, or similar tools

Attributes:

- Ability to develop programs and goals
- Strong initiative and self-management skills
- Exceptional oral, written, and presentation skills
- Analytical and data driven
- Ability to represent the organization professionally and effectively to diverse external audiences through a variety of communication methods
- Ability to work evenings and weekends

How to Apply: Please submit cover letter, resume with professional references, and work samples/portfolio (submitted as attachments and/or links) to: Penelope Spain at info@opencityadvocates.org. Portfolio should include examples of both content creation and strategy development.

Application Deadline: Applications accepted on a rolling basis until **March 31, 2023**. Ideal start date: **June 1, 2023**.

Commitment to Diversity, Equity, Inclusion, and Accessibility: Open City Advocates embraces diversity of identity, experience, ability, and thought, and we are an equal opportunity employer. We are actively striving to create and support diversity, equity, inclusion, and accessibility in our staff, board of directors, client services, systemic reform efforts, and strategic direction. We encourage people of color, LGBTQ+ persons, differently-abled and neurodiverse people, and those with lived experience with the juvenile or criminal legal system to apply for all positions.