



Volunteer Lawyers for Justice
P.O. Box 32040, Newark, NJ 07102
Phone (973) 645-1955
Fax: (973) 645-1954
www.vljnj.org

JOB POSTING

Bershad Communications Fellow

Volunteer Lawyers for Justice (VLJ), a statewide legal services nonprofit providing free civil legal services to low-income communities across New Jersey. To carry out its mission, VLJ operates 10 distinct pro bono programs. VLJ leverages our scarce resources by partnering with, training, and mentoring volunteer lawyers, major corporation staff, and others from diverse backgrounds. VLJ has 19 staff members, including 10 attorneys, and a panel of more than 1,500 volunteers. More information about VLJ can be found at: www.vljnj.org.

The newly created Bershad Communications Fellow position will develop communications that are accessible, compelling, useful, and targeted to VLJ's key stakeholders. Reporting to the Director of Development and working with VLJ staff and Board of Trustees, the fellow will be responsible for the development and daily execution of VLJ's communications strategy—including creating social media posts, compelling graphics, informative newsletters, and engaging annual reports. The fellow will also help manage the VLJ website. This is an ideal role for a creative and media-savvy individual who enjoys translating legal topics into stories that both inform and entertain. The fellow will develop a clear vision of marketing growth and strategic communication that will result in increased awareness of VLJ, increased volunteer engagement, and increased funding from individuals and corporations. This is a full-time position with an in-office presence at least two days per week at the end of the COVID-19 pandemic.

Major Duties and Responsibilities

The fellow's duties will include:

- Create content for and design communications materials, including articles, newsletters, press releases, flyers, fundraising appeals, social media postings, annual reports, development brochures, event collateral, award nominations, speech content, and other materials as needed
- Maintain an annual communications calendar integrating the materials listed above, and including opportunities for external exposure, such as awards and speaking opportunities
- Together with the Development Director and Executive Director, develop and implement a communications plan that furthers VLJ's mission, vision, key strategic goals, and leadership team initiatives are communicated appropriately
- Manage VLJ's social media accounts and website to support outreach, advocacy, and fundraising
- Establish and maintain relationships with key media outlets, beats, and reporters/producers, serve as key VLJ media contact for breaking news, and publicize VLJ through press releases and story pitches

Requirements

Ideal candidates will have:

- 3+ years of strategic communications experience that demonstrates the capacity to create a goal-based strategy, identify target audiences, implement multiple tactics, tell stories with impact, and evaluate the effort
- Excellent writing, communication, and interpersonal skills, as well as the ability to communicate complex legal issues in a compelling way for the general public
- A professional portfolio of work, including graphic design, cross platform social media campaigns, and writing samples
- Insight into issues affecting our clients that will bring a new perspective to VLJ, which may be based on prior experience working in the area of housing instability, poverty, racial justice, or personal experience as a member of a historically marginalized group
- Prior experience working in a legal services or community-based organization is a plus
- Outstanding organizational skills and the ability to multi-task
- Candidates should be detail-oriented, have the ability to work both as part of a team and independently and have the flexibility to attend morning or evening meetings/activities
- Experience working in Word, Excel, and PowerPoint, and graphic design programs such as Canva, Publisher, InDesign, and/or Photoshop is required

Salary and Benefits

VLJ offers an outstanding benefits package, including medical and dental insurance, retirement account with employer contributions, paid holidays, and generous vacation and sick leave policies. Salary depending upon experience, within \$50,000-\$60,000 range.

How to Apply

To be considered for this position, send a cover letter detailing your relevant experience and a resume to vljpersonnel@gmail.com. Please include "Bershad Fellow" in the subject line of your email. This position will remain open until filled and applications will be reviewed on a rolling basis.

Volunteer Lawyers for Justice is an equal opportunity, affirmative action employer. People of color, women, LGBTQI+ people, people with disabilities, and other persons in underrepresented groups are strongly encouraged to apply.

Posted February 12, 2021