JOB DESCRIPTION - Director of Strategic Communications & Partnerships

Organizational Description: Founded in 2005 by Harry Belafonte and led since 2010 by President and CEO Carmen Perez-Jordan, the mission of The Gathering for Justice is to end child incarceration and eliminate the racial inequities that permeate the justice system. The Gathering for Justice has two state-based task forces, Justice League NYC (established in 2013) and Justice League California (established in 2017), both of which bring together juvenile and criminal justice experts, advocates, artists and individuals who’ve experienced or been impacted by incarceration directly. We believe in an organizing model which draws from diverse communities to utilize our combined power to build the agenda for sustained black and brown liberation. In the footsteps of our legendary founder’s activism, The Gathering for Justice applies Kingian nonviolence for systemic change and civic engagement.

The Opportunity
Since 2013, The Gathering has led policy initiatives for police accountability, organized as a diverse ‘family coalition’ to build the agenda for sustained Black and Brown liberation, catalyzed policies to stop the school to prison pipeline, end racial profiling, and stop the militarization of police, and shifted narratives about youth and formerly incarcerated people. Since organizing and providing the foundation for the 2017 Women’s March, the largest single-day of protest in history, we’ve expanded our work throughout the country, and built the foundation for long-term justice reform in California, New York, and beyond. The Director of Strategic Communications is the next step in the growth of our leadership team, and will take a vital role in developing and driving the narrative of our work connected to a legacy of movements and changemakers, strengthening our foundation, and mobilizing millions.

Job Summary: The Director of Strategic Communications is a member of The Gathering for Justice’s senior leadership team, responsible for shaping our overall narrative and messaging for each aspect of our work, and developing and implementing integrated communications strategies with media and across The Gathering’s digital platforms. This position works closely with the Executive Team to manage internal and external communications as we build The Gathering’s profile and audience, and to ensure timely, cohesive messaging mobilizes networks of supporters and builds the foundation of our work. This position reports to the Chief Operating Officer, and works with staff across departments to drive the narrative of The Gathering’s work.

Responsibilities

Communications strategy and organizational leadership
- Create and implement the narrative strategy that creates opportunities for The Gathering’s organizing and campaign work to deliver on our mission. Set year-over-year measurable goals for communications strategies that will shift the ways that people think and talk about Black and Brown youth, juvenile justice, and police accountability
- Set big-picture brand goals for the organization and steward implementation
• In partnership with the Chief Executive Officer and Chief Operating Officer, develop organizational strategy and oversee implementation plans as a part of the senior leadership team, ensuring alignment with organizational vision, goals, and resources
• Serve as an internal advocate for aligned, strategic communications tactics
• Direct the development of branding materials, handbooks, toolkits, and other materials, and lead all strategic communications processes
• Cultivate and develop strategic media relationships at the national, state and local levels and translate The Gathering’s values, policy positions, and campaigns into messages that resonate with media, and generate media coverage that amplifies our work
• Track press coverage on stories and campaigns related to justice reform, closing youth prisons, and movement building, including print, digital, social, radio, and broadcast
• Monitor and support organization-wide communications IT systems needs, including our CRM system, our communications software, supervising consultants and volunteers, and identifying future technology and data system needs
• Develop departmental budgets and work systems, and mentor, develop, and supervise a growing team of digital and strategic communications professionals
• Support our growing staff and volunteer leadership teams to acquire the skills and knowledge they need to confidently and consistently communicate our work;
• Promote a culture of high performance and continuous learning that values quality and impact across the organization

Develop and steward partnerships and build the organization’s foundation
• Co-create and co-lead the implementation of a successful fundraising strategy with the Chief Executive Officer and Chief Operating Officer
• Plan and coordinate creative, strategic, and meaningful fundraising events and activities including management of project timelines, logistics, guest lists, materials, and programming
• Hold external relationships necessary to run the overall communications and partnerships strategy successfully
• Collaborate with The Gathering for Justice’s staff, volunteer task force members, partner organizations, and funders to address communications needs and tasks, and ensure strong, clear messaging always reaches relevant audiences on time
• Vet communications from our partners to determine suitability for sharing on The Gathering’s platforms or adding our organization onto a list of supporting organizations
• Monitor and regularly assess reputational strength and areas of improvement with stakeholders including prospective staff, funders, campaign targets, advocacy partners, members, prospective members, incarcerated people, and the movement
• Direct communications, fundraising, and partnership data and impact tracking systems
• Develop and nurture partnerships and promote executive visibility with proactive pitching to media (digital, print, and broadcast)
• Embody and model the core values of The Gathering internally and externally
Requirements
The Gathering for Justice is a team of leaders who build leaders. We are a highly collaborative group of people who take initiative, look for opportunities, and stay accountable to each other and to the communities we serve. This role is good for you if you have:

- Strong, demonstrated commitment to the vision, mission, and core values of The Gathering for Justice
- Minimum 7-10 years experience managing strategic communications that include media relations, marketing, and digital platforms, preferably in a grassroots movement building and/or social justice organization
- Experience in nonprofit management, including setting up new systems, working across departments, managing processes, and managing staff, volunteers, and consultants
- Experience with and understanding of criminal justice reform, juvenile justice, racial justice, and/or grassroots movements
- Strong strategic vision and agility, including leadership, management, and communication skills, and the ability to develop productive working relationships with a variety of internal and external individuals and groups
- Understanding of restorative and transformative justice practices preferred
- Excellent writing and editing skills
- Enthusiasm, passion, patience, flexibility, and high-energy
- Proficiency in Google Apps, MS Office, Salsa and robust understanding of communications data system management and development concepts
- Proficiency in Asana, Basecamp, and/or similar project management software, as well as platforms like Give Lively and text to initiate platforms
- Strong media strategy, media relations and media relationships particularly national news media, culture, criminal justice, nonprofit and social justice

Application procedure: If you are interested in applying please send your resume, cover letter, and salary requirements via email to: recruiting@gatheringforjustice.org. Please include “Director of Strategic Communications & Partnerships” in the email subject line.

Deadline: Applications will be considered on a rolling basis.

The Gathering for Justice is an equal opportunity employer, committed to inclusive hiring and dedicated to diversity in our work and staff. We do not discriminate in employment opportunities or practices on the basis of actual or perceived race, color, religion, national origin, sex (including pregnancy, childbirth or related medical conditions), age, marital status, sexual orientation, gender identity or expression, veteran status, uniform service member status, disability or any other characteristic protected by law. Women, people of color, including bilingual and bicultural individuals, LGBTQ persons, people with previous convictions, and people with disabilities are encouraged to apply.