Organizational and Campaign Overview:

“Our Children’s Trust is a non-profit public interest law firm that provides strategic, campaign-based legal services to youth from diverse backgrounds to secure their legal rights to a safe climate. We work to protect the Earth’s climate system for present and future generations by representing young people in global legal efforts to secure their binding and enforceable legal rights to a healthy atmosphere and stable climate, based on the best available science. We support our youth clients and amplify their voices before the third branch of government in a highly strategic legal campaign that includes targeted media, education, and public engagement work to support the youths’ legal actions. Our legal work – guided by constitutional, public trust, human rights laws and the laws of nature – aims to ensure systemic and science-based climate recovery planning and remedies at federal, state, and global levels.” We seek legally-binding, countrywide and/or statewide science-based Climate Recovery Plans that will return atmospheric carbon dioxide concentrations to levels below 350 ppm by the year 2100.

Position Location:
- Eugene office or remote.

Tasks and Responsibilities:
- Maximize strategic impact of all OCT media per legal strategy.
- Develop and drive editorial calendar.
- Develop and steward relationships with and create/pitch stories to legal, scientific and moderate-conservative media outlets (explaining science to legal, legal to science, and both to moderate-conservative).
- Identify and secure targeted speaking opportunities for legal team before strategic audiences.
- Conduct all OCT related press conferences.
- Cultivate and steward strategic relationships with traditional media outlets.
- Draft press releases, media advisories, and distribute widely for maximum coverage of all OCT court events, speaking engagements, plaintiff highlights, etc.
- Facilitate strategic drafting and placement of op-eds and other third party “testimonials.”
- Draft Mailchimps and other OCT driven communications to supporters.
- Track and report monthly on statistics respecting traditional and special media hits, reach and impact.
- Supervise Media Coordinator.
- Manage possible outsourced media production (webinars, short videos, etc.).
- Manage possible outsourced graphics contracts supporting communications (memes, posters, legal graphics).
- Manage possible outsourced public relations contracts supporting communications (strategic consultation, press distribution).
**Reporting Duties and Responsibilities:**
- Report internally as requested.

**Position Reports to:**
- Communications, Education and Engagement Director

**Qualifications:**
- Experience crafting, stewarding, and sustaining national-scale, high profile media campaigns.
- Experience determining and leading proactive editorial agenda.
- Experience maintaining relationships with media contacts.
- Experience writing press releases, media advisories, Mailchimp communiqués, and similar communications.
- Experience designing and leading press conferences.
- Experience tracking and evaluating media efforts, campaigns, and strategies.
- Exceptional writing, organizational, and communication skills.
- Creative, big picture thinking and planning abilities.
- Experience managing contractors preferred.
- JD preferred or experience in legal media

**Compensation and Benefits:**
OCT offers a competitive salary and benefits package. Salary is commensurate with experience and with the other members of our team. Employee benefits include employer-paid medical, vision, life, and disability insurance, retirement savings plan with employer match, paid vacation and holidays, and a relaxed work environment (albeit fast-paced).

We welcome, embrace, and respect diversity of people, identities, and cultures. We are committed to fostering an organizational culture of diversity and inclusion. Applicants from diverse backgrounds are strongly encouraged to apply. OCT is an equal opportunity employer.

**To Apply:** Applicants should submit in a single PDF a cover letter, resume, writing sample, and three references to Julissa@ourchildrenstrust.org. Please put “Senior Media Director” in the subject line of your email. Applications will be reviewed on a rolling basis. Applications will be accepted until the position is filled.

You can find out more about OCT at our website: www.ourchildrenstrust.org.