



## Campaign Communications Strategist

The ACLU of Michigan is a nonpartisan nonprofit leading the fight to defend and preserve the rights our Constitution and laws guarantee all people. Our work traditionally has been in the courts, community and legislature, and will continue to be. But the current political landscape has inspired thousands to join our ranks, and has enabled us to leverage this support and expand our mission to include proactive campaigns to achieve criminal justice reform and advance voting rights. We are seeking a full-time Communications Campaign Strategist (CCS) to join our team in advancing all of our work.

The CCS will report to the Communications Director and will develop and execute statewide communication campaign plans to align with the cross-departmental plans of the overall campaigns. They will support an aggressive, multi-year advocacy campaign to reduce the jail and prison population by 50 percent, and combat racial disparities in the criminal justice system. They will also oversee a statewide communications plan to make voting more accessible to all eligible voters throughout the state.

The ideal CCS candidate will be a strategic thinker with excellent communication skills, a proven ability to create and implement campaign communication plans, is self-directed and able to work independently, and has experience speaking to diverse audiences. Personal experience with incarceration or other experience with the criminal justice system is preferred. This is a full-time position that will require some travel.

### **Job Responsibilities:**

- Develop and implement strategic campaign communication strategies and tactics to advance legislative and advocacy goals, and campaign initiatives.
- Work closely with the political and legislative teams to ensure all campaign communication plans align with the campaign goals.
- Work closely with the Digital Media Strategist and program staff to develop content for the web and social media that can elevate campaign work.
- Build, manage and sustain relationships with print, broadcast and digital media outlets throughout the state to increase media coverage of campaign issues.
- Draft op-eds, press releases, letters to the editor, statements, internal memoranda, briefings, message guidance, fact sheets, and other materials.
- Prepare staff, volunteers, and other spokespeople for media appearances.
- Manage simultaneous projects and shifting priorities.

### **Experience and Qualifications:**

- Minimum of 2 years of professional experience in one or more of the following areas: media, strategic communications, digital communications, public relations, professional experience working on electoral or issue-based advocacy campaigns.
- Excellent verbal and writing skills; ability to communicate persuasively and professionally in writing and verbally to a wide variety of media, political, stakeholder, influencer, and volunteer audiences.
- Experience writing op-eds, blog posts and social media posts on tight deadlines.
- Self-starter who is able to work independently.
- Demonstrated commitment to social justice.
- Individuals with knowledge of current political alignments and media landscape and familiarity with the advocacy and community organizing landscape around the state strongly encouraged to apply.

This is a two year position with the possibility of additional time contingent upon funding.

**How to Apply:**

Send a cover letter and resume to [campaignstrategist@aclumich.org](mailto:campaignstrategist@aclumich.org). Applications will be accepted until the position is filled.

The ACLU is an equal opportunity employer. We value a diverse workforce and an inclusive culture. The ACLU encourages applications from all qualified individuals without regard to race, color, religion, gender, sexual orientation, gender identity or expression, age, national origin, marital status, citizenship, disability, veteran status, or record of arrest or conviction.