



**JOB DESCRIPTION**  
**COMMUNICATIONS MANAGER**  
(Date Opened: March 18, 2020)  
**Application Deadline – April 8, 2020**

**Job Title**

Communications Manager

**FLSA Status**

Full-Time, Exempt

**Reports to**

Development Director

**Salary Range**

\$60,000-\$70,000

Are you fired up and ready to put your communications skills to work fighting racism and improving equality? If so, we invite you to consider joining our team at the [Lawyers' Committee for Civil Rights of the San Francisco Bay Area \(LCCRSF\)](#) where we advance, protect and promote the rights of communities of color, low income people, immigrants and refugees in the Bay Area and California through direct legal services, impact litigation, and advocacy.

We're searching for a creative Communications Manager with strong writing skills, media relations experience, and social marketing ability to coordinate internal and external organizational messaging to advance our advocacy and development objectives. As Communications Manager, you will help increase support for direct services, raise awareness of impact litigation, and play a central role in local and statewide legislative campaigns and coalition work. Supported by the Development Director, you'll work closely with program teams and the Executive Director to design and implement the organization's communications plan. Your contributions will be central to the organization achieving its bold vision for racial and economic justice.

We're a team of smart, passionate, and committed people and value a welcoming and supportive workplace. Our office is located right on the Embarcadero in downtown San Francisco, close to many transit options. We also support some flexibility in remote work.

**About LCCRSF**

LCCRSF was founded in 1968 to bring the tools and resources of the legal community into the Civil Rights Movement. As one of the oldest civil rights organizations on the West Coast, our mission is to create systemic change that improves equality and justice for communities facing racism and discrimination. We dismantle legacies of oppression and barriers that obstruct civil and economic freedoms, and we build more just, inclusive institutions in their place.

Assisted by a network of over 1,000 pro bono attorneys, we provide free legal assistance and representation for clients facing a broad range of inter-related issues, including policing, homeless sweeps, fines and fees, immigration, and education. We learn from and work with



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our clients to identify larger patterns of injustice, which shapes our precedent-setting litigation and policy advocacy in our core areas of Racial, Economic and Immigrant Justice.

Some of our recent victories include: achieving a \$2M dollar settlement from CalTrans for destroying unhoused people's belongings and modifications to its statewide procedures for "sweeps" of encampments; overturning a 35-year old loitering ordinance in Oakland and documenting other discriminatory policing patterns through FOA requests of incident reports; winning a case against the U.S. government to enforce basic detention conditions for immigrants in border control custody; co-sponsoring and helping pass California's historic Public Banking Act to help close the racial wealth gap; and more!

We're fighting hard and advancing on multiple fronts. We hope you'll join us to amplify the voices of our courageous clients, communities, and coalition partners.

Learn more at [www.lccr.com](http://www.lccr.com).

### **Essential Duties and Responsibilities**

#### Communications Strategy

- Work with LCCRSF leadership and program staff to develop strategy and messaging to support advocacy goals in racial justice, immigrant rights, and economic justice.
- Develop and implement a communications plan with well-conceived, segmented strategies to reach priority audiences effectively.
- Assist staff in understanding the role of communications as a key tool in civil rights work and train them to be effective spokespeople for the work.

#### Media Relations

- Develop and maintain excellent relations with reporters, gatekeepers and other journalists in local, state and national media.
- Write and place press releases, op-eds, statements and other media strategies in a timely manner with local, state and national media.
- Draft and/or edit timely commentaries and op-eds for Executive Management, Board leaders, and other spokespeople.
- Maintain and expand up-to-date media lists; track press coverage of LCCRSF.

#### Website, Email, Social Media

- Supervise all aspects of the LCCRSF website, including regularly updating pages, generating new stories and materials, publicizing website and expanding its outreach.



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- Manage the maintenance and expansion of the LCCRSF social networking channels, including Facebook, Twitter, YouTube, etc.
- In collaboration with Pro Bono and Development staff, create and implement web-based donor and e-news campaigns and communications to expand awareness and increase participation of LCCRSF members, pro bono attorneys and supporters.

### **Other**

- Update, plan and develop informational materials, i.e. brochures and collateral, in collaboration with program and other staff when appropriate.
- Assist in creation and promotion of materials for special events (e.g. annual MLK Awards Dinner; quarterly Member events).
- Assist with other administrative tasks as appropriate.

### **Minimum Qualifications or Equivalent Experience**

1. 3-5 years of experience working in legal, civil rights, and/or public policy arena. Experience in communications campaigns involving social justice, policy advocacy, and other legal/rights advocacy work strongly preferred.
2. Knowledge of and demonstrated commitment to the mission, goals and priorities of LCCRSF.
3. Outstanding written and oral communication skills. Excellent organizational and editing skills.
4. Comfort and familiarity with traditional and online outlets and opportunities.
5. Ability to think strategically and creatively, and manage multiple priorities and projects in a fast-paced environment.
6. Excellent attention to detail, accuracy and deadlines.

### **Compensation**

This role provides a salary of \$60,000-\$70,000, based on experience, and generous benefits including medical, dental and vision, commute benefits, and 403b retirement plan with salary match after one year of employment. Time off includes 10 days' vacation plus one floating holiday, 12 paid office holidays, up to 12 sick days/year, and our office is closed between Christmas and New Year's (remote working if have deadlines.) We value health, wellness and balance, and encourage you to take care of yourself!

### **To Apply**

Applicants should submit: 1) a cover letter; 2) a resume; 3) contact information for a minimum of three references; and 4) two writing samples (including a press release, and a published piece, 750 words or less) by email to [careers@lccrsf.org](mailto:careers@lccrsf.org) (w/ "Communications Manager Application" in the subject line).

In your cover letter, please make sure you respond to the following question, or we may choose not to consider your application:



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LCCRSF serves highly diverse communities. To ensure that we are best positioned to serve these communities, we strive to promote behaviors, attitudes and policies that help us work effectively in cross-cultural situations with clients, our coworkers, and our communities. We seek to create an inclusive and respectful workplace in which differences are acknowledged and valued. How have your background or experiences, professional or otherwise, prepared you to contribute to our commitment to cultural competency and racial equity? Feel free to think broadly about your response to this question, applying various aspects of your life and personal experiences.

Due to the Shelter in Place order in San Francisco due to COVID19, our office is currently remote and responsive via email. We'll be monitoring evolving circumstances, and hope to arrange a first round of interviews after 4/8/2020. If unable to offer interviews in person, we will likely arrange meetings via Zoom.

Please submit questions about this position to [careers@lccrsf.org](mailto:careers@lccrsf.org).

*Lawyers' Committee for Civil Rights is an affirmative action/equal opportunity employer. People of color, LGBTQ candidates, women, persons with disabilities and individuals over 55 are encouraged to apply.*