



Communications Manager

Full-time, Exempt

POSITION OVERVIEW

The Communications Manager will play a critical role in developing and executing communications strategies that advance the ACLU's work on civil liberties and civil rights. The position collaborates with communications colleagues, organizers, lawyers, advocates, and forms alliances with strategic partners. The position will engage target audiences about ACLU litigation and advocacy; create compelling narratives that support the organization's mission and goals; secure news coverage and influence how our issues are framed in the media; create content for publications and website; and plan and execute press conferences.

This is a full time, exempt position based in Boise, Idaho. The Communications Manager is supervised by the Communications Director. The successful candidate must reside in Idaho or be willing to relocate to the state before employment begins.

RESPONSIBILITIES & DUTIES

Strategic Planning and Developing Internal Processes

- Coordinate with Communications Director to implement long-range communications plans to further ACLU-ID legal, legislative, public education, organizing, development and financial strategies and goals.
- Execute plans to reach specific, measurable communications goals for the ACLU-ID, co-creating strategies to meet key performance indicators, and use key metrics to evaluate progress.
- Become familiar with ACLU-ID brand and marketing strategies and implement them in all communications work and materials.

Digital Media

- Oversee ACLU-ID digital presence including social media channels, affiliate website and other owned websites, supporter emails, and web forms.
- Create and develop content that is accurate, compelling, up-to-date and often results in measurable action.
- Oversee and maintain the ACLU-ID website in collaboration with the Communications Director to achieve a user-friendly and efficient website and bank of resources.
- Design and manage graphic elements consistent with ACLU branding, including images and graphics and video for social media and print.

- Lead social media video production to grow followers, engage our audience, raise awareness of the ACLU-ID, and encourage civic engagement.

Writing and Editing

- Provide technical and editing support for annual reports and updates.
- Manage production of affiliate publications; provide editorial, design, and vendor direction.
- Work intra- and interdepartmentally to produce email messaging, action alerts to engage ACLU supporters, and materials to increase public engagement at events.
- Collaborate with the Communications Director to draft, edit, and produce compelling press releases, publications, opinion pieces and talking points.

Press and Media Relations

- Maintain Idaho media personnel database.
- Prepare ACLU staff, spokespersons and clients for interviews.

Managerial and Administrative

- Coordinate with Communications Director on all internal communications efforts with both ACLU-ID staff and board of directors.
- In circumstances requiring rapid response, collaborate with the Communications Director to develop and implement rapid response communications plans.
- Provide organizational updates to staff on digital and earned media coverage.
- Perform other related duties as needed and as assigned by the Communications Director.

Miscellaneous

- Manage independent contractors and vendors that coordinate with the Communications Department.
- Attend national and regional ACLU trainings and staff conferences, and ACLU-ID functions, including occasional board meetings and other ACLU events.

REQUIRED QUALIFICATIONS

- At least five years of professional experience in a communications, marketing, public relations, or journalism role.
- Exceptional writing, storytelling, and copy-editing skills, with a keen, creative eye for design and presentation. Proficiency in AP Style.
- Exceptional analytical, writing, and speaking skills and demonstrated ability to write clearly and precisely and to communicate effectively to a variety of audiences.
- A creative and strategic thinker with a passion for stories that move public opinion. A talent for distilling complicated narratives, issues, and data sets into values-based, human-centered

stories that inspire people to take action.

- Proven experience leading online measurable social media campaigns.
- Excellent organizational and time management skills.
- A track record of leadership through strong communication, collaboration, and relationship-building.
- Knowledge of working with communications-related software, such as: Asana, Cision, Meltwater.
- Experience with all aspects of digital media, including Facebook, X (formerly Twitter), Instagram, TikTok, and website content management systems.
- Working knowledge of Zoom, Asana, Microsoft Teams and Outlook.
- Patience, emotional intelligence, and cultural competency, including the ability to participate in, create, and sustain inclusive and engaging spaces for people with a wide range of races, ethnicities, language proficiencies, abilities, genders, ages, backgrounds, interests, skills, concerns, personalities, and geographies.
- Clear, strong, and proven commitment to racial justice, civil liberties, public interest work, and the mission of the ACLU of Idaho.
- Valid driving privileges and willingness to travel across Idaho and occasionally to other places in the United States.
- Ability to attend in-person meetings and events.

DESIRED QUALIFICATIONS

- Proficiency in Spanish preferred.
- Experience working with state and local policymaking processes.
- Experience with graphic design software such as Canva, Adobe Creative Suite, and Infogram.
- Experience with video production and editing.

COMPENSATION

The salary for this position is between \$60,000-\$68,000, which is re-evaluated on an annual basis and is subject to adjustment in connection with an organization wide adjustment of compensation. We offer excellent benefits, including 100% employer-paid premiums for medical, vision and dental insurance, 401(k) plan with an employer match, life and long-term disability insurance, sabbatical eligibility after at least five years, and generous paid holidays.

ACLU of Idaho will provide up to \$3,000 to support relocation expenses.

TO APPLY

(1) Compile the following into a single PDF file:

- Résumé.



- A cover letter, no more than two pages, explaining how your background and experience prepare you for this job.
- A professional writing sample (for example a press release or similar communications document).
- Contact information for three references.

(2) Send to careers@acluidaho.org.

Please reference “Communications Manager” in the email subject line and indicate in your cover letter where you found this job listing.

Review of applications will begin on Friday, August 30th, 2024. The position will remain open until filled.

If you are a person with a disability and need assistance applying, please e-mail careers@acluidaho.org. If we select you for an interview, you will receive more information about how to request accommodations for the interview process.

ABOUT THE ACLU:

The ACLU is the nation’s premier guardian of liberty. A nationwide, nonpartisan, nonprofit organization, the ACLU is dedicated to defending and expanding civil rights and civil liberties across the country. The ACLU of Idaho and its foundation operate jointly as private nonprofit organizations devoted to furthering the ACLU’s mission in Idaho. The ACLU of Idaho combines legal, policy, organizing and communications approaches to maximize its impact. We partner with individuals and communities impacted by injustices to inform and mobilize people throughout the state. The people in the center of the struggles for justice, who feel the impact in their daily lives, are especially important allies.

Our staff of 12 full-time, three part-time employees, and interns work in a fast-paced, friendly office in the heart of downtown Boise, Idaho. We offer a flexible working environment with staff splitting time between the office and working remotely. We are a majority minority staff from all over the country and world and have chosen to make Idaho our home, but we enjoy frequent, deep, and positive collaborations with staff across the ACLU network at ACLU National and other ACLU state affiliates. ACLU of Idaho staff have a strong community organizing background, and we strive to ensure that our work is deeply informed by the communities we serve. Our supportive, inclusive, and empowering work culture has created opportunities for staff to grow with and within the organization. We enjoy autonomy and collaboration. Our current organizational priorities are in gender, sexuality, and reproductive justice; racial justice with a focus on disparities in education and policing; immigrant rights; as well as criminal legal reform.

Boise, the City of Trees, is the capital of Idaho and the core of a metro area of 764,000 people. The city



enjoys all four seasons in a dry climate and offers an exceptional quality of life and a diverse business community with high tech and healthcare as the largest employers. Recreational activities include whitewater rafting and kayaking, climbing, fishing, hunting, and Nordic, alpine, and backcountry skiing. There is a 190-mile foothill trail system for hiking and mountain biking and a 25-mile riverside greenbelt along the Boise River which flows through the city. Easy access to diverse outdoor activities and unspoiled wilderness is unmatched. Downtown offers thriving restaurants, shops, concerts, and public markets, and an ever-expanding number of local microbrew pubs and wineries. Boise is a refugee resettlement city; over 95 languages are spoken in Idaho. The Treasure Valley, which includes the cities of Boise, Meridian, Nampa, and Caldwell is home to the state's largest Latinx community. Boise is also a hub for LGBTQ communities and political activism in Idaho.

FAIR & EQUAL OPPORTUNITY EMPLOYMENT STATEMENT:

The ACLU of Idaho advances equity and inclusion in the workplace by providing equal employment opportunity to support a work environment free from discrimination on the basis of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex, gender, gender identity, gender expression, age (over 40), sexual orientation, military and veteran status, arrest or conviction record, and any other basis prohibited by law. The ACLU of Idaho embraces Fair Chance policies.

The organization also provides reasonable accommodations for people with disabilities. Our equity and inclusion commitment applies to all aspects of employment, including recruitment, selection, advancement, training, problem resolution, and separation from employment. Through this commitment, the ACLU of Idaho strives to establish and maintain an equitable and accessible work environment that is supportive and free from discrimination.