



Director, Communications

Summary:

The National Legal Aid & Defender Association (NLADA), America's oldest and largest nonprofit association devoted to excellence in the delivery of legal services to those who cannot afford counsel, seeks a **Director of Communications**. For more than 100 years NLADA has pioneered access to justice at the national, state, and local levels through the creation of our public defender systems, groundbreaking legislation, and the creation of institutions from the Sentencing Project to the Legal Services Corporation. A leader in the development of national standards, NLADA also provides advocacy, training, and technical assistance to public defense and civil legal aid programs across the country.

The Director of Communications will be responsible for leading NLADA's communications strategies. He or she will develop and implement a comprehensive communications plan that advances the Association's objectives, and promotes key messages related to NLADA's mission. This will include a proactive approach to media relations incorporating traditional press vehicles and the use of online platforms, and will engage the full staff to raise the organization's visibility. The position may supervise one or more staff.

Scope of Responsibility:

The statements contained below describe the scope of the responsibility and essential functions of this position, but should not be considered an all-inclusive listing of work requirements. Individual may perform other duties as assigned, including work in other areas. The holder of this position is responsible for:

- Developing, implementing, and managing a comprehensive communications plan for the Association as it relates to the Association's goals
- Proactively cultivating and maintaining relationships with key outlets and individuals in print and digital media
- Overseeing the Association's online presence, including managing the content on, and functioning of, nlada.org, in addition to social media platforms
- Developing speaking engagements for key NLADA staff and assisting in preparing for them
- Overseeing publication of quarterly magazine *Cornerstone*, and managing in concert with other NLADA staff, the publication and dissemination of NLADA's reports, brochures, manuals, and promotional materials, with particular emphasis on editing for quality, thematic congruity and style
- Developing and implementing style and branding guidelines
- Working with the senior management team and staff to develop strategies on how to best project the organization's image, mission, and objectives, ensuring that all of these players are active contributors and participants
- Collaborating with the Director of Membership to develop new strategies for recruiting and retaining members

- Providing review and editing support on critical documents including grant applications and reports

Qualified candidates must have a minimum of eight years of progressive experience in communications. Experience in nonprofits is desirable, particularly with a membership-based organization with a varied range of constituencies. Familiarity with civil legal services and defender communities is important, as is an understanding of the legal system in general. A graduate degree in journalism, communications, or marketing preferred, and a four-year undergraduate degree is required. A demonstrated ability to enhance an organization's identity/image is essential, and entrepreneurial experience in increasing value of organization's products and services is important. Experience using social medial tools and services, including database-driven websites and the training of staff in content development and posting. Also required is proven leadership/project management/organizational skills and the ability to manage multiple competing priorities, as well as excellent oral and written communications skills, with particular dexterity in communicating with multiple audiences. A good candidate will be able to write speeches and identify speaking opportunities for the CEO and other NLADA staff. A strong commitment to the mission and goals of NLADA and a thorough understanding of its work is necessary.

NLADA has a highly collaborative, professional office environment where employees take pride in effectively leveraging resources and fully engaging to deliver excellent results. We value service, creativity, and thought leadership. We are conveniently located near Metrorail (Blue, Orange, and Red lines).

To apply for this position send a resume and cover letter to careers@nlada.org with the subject line "NLADA JOBS: Director, Communications

NLADA is an equal opportunity employer (EOE).