



## **COMMUNICATIONS MANAGER LOCATED IN AUSTIN, TEXAS**

Are you ready to help transform Texas' youth and adult justice systems?  
Are you passionate about supporting families and building safer communities?  
Do you have first-hand experience that could inform our work and advance our mission?  
If so, the Texas Criminal Justice Coalition (TCJC) could be the place for you!

TCJC is a non-profit, non-partisan policy reform and advocacy organization that believes every person has inherent worth and can contribute to a vibrant, safe community. As such, we encourage applicants with diverse backgrounds to apply. We are driven by our values (shared on our website), which inform our goals and shape our daily interactions. We provide research and other resources to policy-makers, people working in the justice system, organizations that support system-involved individuals, and community members to promote responsible and fair youth and adult justice policies in Texas. We develop alliances and build coalitions to strengthen opportunities for statewide and local justice reforms.

TCJC seeks an Austin-based Communications Manager to join us in advancing our mission. This position will lead communication efforts, expanding TCJC's capacity to reach a larger audience on youth and adult justice issues, by coordinating internal and external communications, and liaising with community leaders, elected officials, and the media to build and maintain a coalition of supporters. The Communications Manager will be responsible for day-to-day production of communications materials targeted towards the media, strategic partners, funders/donors, and the public. Some essential job functions include:

1. Developing, in collaboration with the TCJC team and other partners, a "Texas story" and narrative to transform Texas' justice systems;
2. Coordinating and implementing a year-round communications plan, while ensuring quality work as well as deadline and budget adherence;
3. Creating a story-bank as a communication resource to share the true impact of the justice system on people's lives, and to inspire energy and enthusiasm for our reform strategy, policy proposals, values, and brand;
4. Managing our websites, email campaigns, and social media presence to maintain and build consistent attention for our efforts; and
5. Designing and executing communications strategies in a dynamic environment on a limited budget, with a focus on advancing TCJC's mission.

**MINIMUM REQUIREMENTS:**

You must thrive in a collaborative environment and have a demonstrated commitment to the social justice movement. Qualified applicants will have a bachelor's degree and a minimum of three years of prior communications, marketing, public relations/affairs, and/or journalism experience. Additional years of experience may substitute for the degree requirement. Additionally, qualified applicants will have the following characteristics:

- Experience in creating and implementing a communications plan that incorporates an understanding of the political landscape, the media cycle, and TCJC's policy goals and strategies, as well as regularly measuring the impact of the communication efforts.
- A broad understanding of youth and adult justice system issues, including how the systems impact individuals, families, and communities, with a keen ability to anticipate communication needs and develop effective messaging that advances TCJC's reform solutions.
- Excellent writing skills, with a strong attention to content accuracy and issue framing, to ensure effective messaging in a variety of communications, including (but not limited to): drafting op-eds, press releases, newsletter content, public education materials, media quotes, and event announcements.
- An exceptional ability to complete tasks thoroughly under tight deadlines, both independently and collaboratively with a diverse range of partners.
- Strong verbal communication skills with a high level of comfort in reaching out to media contacts, TCJC's coalition partners, and community leaders to build networks, pitch stories, organize interviews, and disseminate information.
- A commitment to racial equity and diverse life experiences as an organizational operating principle, as well as a commitment to continued positive growth on issues related to race, equity, diversity, and inclusion.
- Experience in digital marketing, including website management (using simple content management systems), email campaigns (such as Salsa), and social media platforms (Facebook, Twitter, etc.), to effectively inform and engage state and local decision-makers, our partners, and the public in reform efforts.
- A proven ability to identify and coordinate contacts and spokespersons across Texas that could effectively deliver messages to audiences we must reach.

**ADDITIONAL PREFERRED QUALIFICATIONS:**

Communications experience related to Texas' youth and adult justice issues, as well as experience in spearheading communications campaigns, will be preferred. Strong candidates will also have the following characteristics:

- A commitment to keeping current on new and emerging trends in communications strategies, as well as the enthusiasm to pilot innovative strategies, while being comfortable receiving feedback and being flexible as needed.
- Strong emotional intelligence and diplomacy to ensure positive relationships and successful communications, both internally and externally.
- An ability to develop graphics for use in reports, newsletters, social media, and websites.
- An ability to manage and grow media and outreach contact lists to ensure a timely and efficient process for disseminating important information.
- An ability to coordinate and provide media training for program staff and partners, as needed.

**COMPENSATION AND BENEFITS:**

TCJC will provide an annualized salary of \$48,000-\$52,000 per year, commensurate with experience. TCJC offers the following benefits: health, dental, and life insurance; 401K retirement services; 15 paid holidays; and 30 days paid time off, including vacation, sick, and personal time.

We offer ongoing professional development and training, and an inclusive work environment for you to grow personally and professionally.

**PHYSICAL DEMANDS:**

- An ability to sit for an extended period of time (7+ hours).
- An ability to look at a computer screen for an extended period of time.
- Availability for long hours to help our team meet rapidly developing media needs.
- Availability after hours to assist with social media updates.
- An ability to occasionally lift and/or move up to 10 pounds.
- An ability to receive and give detailed information through oral communication.
- Close visual acuity to perform activities such as proofreading, copy editing, and expansive reading.
- An ability for some travel. To meet the travel requirements of this job, an employee must have the physical and mental ability to drive a vehicle for long enough to reach any area in Texas with reasonably short breaks. It also requires that the employee have the ability to fly as a passenger in an airplane as needed.

**APPLICATION:**

Ready to join our fight for justice? Send us a cover letter, résumé, and an op-ed that you've authored by email to [jobs@TexasCJC.org](mailto:jobs@TexasCJC.org). Please note "Communications Manager" in the subject line.

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*The Texas Criminal Justice Coalition is an Equal Opportunity Employer. All qualified applicants will be considered based on individual qualifications, without unlawful discrimination based on race, color, creed, national origin, sex, sexual orientation, age, disability, familial status, military status, and any other protected class. We value diversity and encourage people of color, LGBTQ applicants, and people with prior justice system involvement to apply.*