



Job Announcement: Communications Director

June 2010

The Alliance for Children's Rights, a dynamic non-profit founded in 1992 that provides free legal services to impoverished and abused children and youth in L.A. County, seeks a full-time Communications Director (CD). The CD's primary responsibility is to communicate The Alliance's messages to a variety of audiences through written materials, marketing pitches, website, online social networking, press placement, photos, and videos. The CD will work independently in a 1-person department but will work very closely with the CEO, the development team, program staff, board members and volunteers, in the course of implementing the communications strategy. The CD will be responsible for all materials and messages that go out to the child welfare, client and donor communities. The CD will provide program content for events and fundraisers and handle related public relations efforts. An ideal candidate will thrive in a fast-paced, challenging work environment, be able to multi-task and handle various projects and deadlines simultaneously, be able to work effectively with a variety of constituencies including volunteers, and be a self-starter with the ability to both manage and execute a high volume work-flow.

PRIMARY RESPONSIBILITIES

1. Communicate Alliance messages and mission to engage and educate various audiences across multiple platforms, and act as a spokesperson when necessary.
2. Manage Alliance press and public relations effort in order to achieve substantive, positive coverage of our work and events, while maintaining a strong public voice in critical child welfare issues.
3. Write and execute on-time and compelling print and digital publications, including newsletters, e-blasts, appeals, manuals & brochures.
4. Manage an up-to-date, accurate, compelling and visually striking website and companion social networking sites for marketing and outreach; perform basic web maintenance and work with outside service providers.
5. Write, create and manipulate digital marketing materials and multi-platform pitch pieces for print and web, using photos, video, text etc in a variety of formats.
6. Work with event and fundraising team to develop compelling programs (speeches, themes, client stories) and companion materials (audio/visuals – photos, videos etc) for successful events.
7. Coordinate the creation of compelling video pieces for a wide audience for a variety of uses (events, web, presentations, pitches) on a limited, efficient budget and utilizing volunteer professionals.



8. Organize and effectively distribute expressive and visually striking photos of clients, donors, events etc for identity, marketing and branding efforts.
9. Engage with clients, youth council, program staff, and advocacy community to identify stories and key issues related to children served by the Alliance.

QUALIFICATIONS:

1. Strong written, verbal and visual communication skills. Experience in interviewing and story-writing a plus.
2. Experience with press, media outreach, public relations.
3. Proficient computer and internet skills for marketing efforts; ability to work with various software programs (Microsoft Office Suite, Adobe Creative Suite). Experience and understanding of website use and maintenance a plus.
4. Basic knowledge (and ability) of video production and photography. Ability to converse in languages of graphic design, web/internet, video/photography.
5. Strong leadership, creativity, compassion and execution skills. Ability to create new ideas, self-direct, and implement projects. Ability to both manage and execute ideas in a 1-person department. Ability to delegate and work with interns and volunteers of all levels.
6. Committed to and enthusiastic about the mission and programs of The Alliance for Children's Rights.

Contact Kathy Brubaker at k.brubaker@kids-alliance.org with resume, cover letter and salary requirements.