



Seeking Communications and Outreach Officer

About the Student Press Law Center: The Student Press Law Center (“SPLC”) is an independent, nonpartisan 501c(3) organization based in Washington, D.C. which works at the intersection of law, journalism and education to promote, support and defend the First Amendment rights of student journalists at the high school and college level. Founded in 1974, the Student Press Law Center has a free legal hotline which serves thousands of student journalists and advisers across the United States. Thanks to a solid endowment, growing foundation support and generous individual donors, we also engage in training, advocacy and outreach to empower student journalists, promote the value of journalism education and spotlight the need to ensure legal protections for student press freedom through the New Voices movement. As an organization, we embrace change and encourage innovation while building a dynamic and creative workplace. For more information on SPLC’s mission, history and vision, visit splc.org and [@splc](https://twitter.com/splc).

Position Summary: We are seeking a skilled Communications and Outreach Officer (C/O) who will help SPLC: 1) to build and maintain the organizational brand, with a goal of recognition by all student journalists in high school/college and their advisors (particularly in under-served and under-represented communities), among First Amendment attorneys and press freedom advocates throughout the U.S.; 2) to reach new constituencies/consumers for SPLC’s work; 3) to mobilize new audiences of supporters/allies/donors; and 4) to frame the conversation around the issues on which SPLC works. The C/O will design and manage our external communications strategy and curate our storytelling. The C/O will work in close collaboration with the Digital Strategist and the C/O’s work will cut across all departments. The C/O will report to the Executive Director.

Responsibilities:

Develop a communications strategy with key tactics outlined in these areas:

- Maintain and build the image and recognition of the Student Press Law Center. Embrace the mission, vision, and values of SPLC and convey the energy, meaning and importance of SPLC’s mission to multiple constituencies across multiple platforms (including directly to student journalists, advisers/teachers, lawyers, school administrators, legislators, and other journalists)
- Create a brand identity and storytelling strategy to ensure that SPLC’s work and mission is communicated effectively
- Develop a marketing and outreach plan to expand the reach of SPLC’s activity and impact, particularly to under-represented and under-served communities of student journalists
- Gather and curate student content to help tell the story of student journalism
- Develop a media relations strategy designed to build broader awareness of the organization, its goals and key accomplishments in appropriate media channels (including print, social media and broadcast.)
- Establish a network of media contacts to proactively build public awareness of SPLC’s mission and outputs, including curating a media outreach list, drafting and promoting press releases, pitching stories about SPLC to key media and serving as the point of contact with media

- Draft, design and supervise production of print and electronic collateral materials to support development and marketing plan activities, including an organizational annual report
- Work closely with the Digital Strategist to coordinate content and messaging of the newsletter, website, blog and social media in accordance with communications plan
- Monitor social media and partner listservs to identify emerging issues and help coordinate timely responses
- Recognize organization-wide priorities and work cooperatively to support accomplishment with staff team and volunteer talent
- Represent SPLC in the community with a high level of enthusiasm, professionalism, and integrity
- Other duties as assigned

Qualifications:

- Bachelor's degree in Journalism, Public Relations, Marketing, Communications, Business Administration, Nonprofit Management or related field
- At least three years of experience and success in nonprofit marketing and/or communications
- Strong written and verbal communication skills
- Strong proofreading and editing skills
- Technological aptitude and willingness to quickly develop expertise with new software as needed
- Mastery of Microsoft Office Suite required and familiarity with MailChimp, WordPress and DonorPerfect preferred
- Ability to organize, prioritize and execute day-to-day tasks efficiently, work independently, and assume additional responsibilities as needed
- Diligent with appropriate follow-up and follow-through
- Independent, pro-active, team player with a positive attitude
- Personal qualities of integrity, credibility, and a commitment to and passion for SPLC's mission
- A demonstrated commitment to contributing meaningfully to a workplace where equity and inclusion are core values.

Compensation: Range: \$65,000 - \$70,000. Salary dependent on experience and qualifications

Location: Currently all remote. Office is based in Washington D.C.

TO APPLY

Please send cover letter and resume detailing successful communications and/or outreach initiatives you have led and a challenge you have overcome. Please explain why you are uniquely qualified for this position, include two references and any online links to your work. Please send all materials to Alexis Mason, SPLC Outreach and Operations Manager at amason@splc.org. Applications will be reviewed on a rolling basis.

The Student Press Law Center strives to achieve excellence through a diverse and inclusive workplace that honors the unique talents and lived experiences of each person. We actively seek people who bring diverse backgrounds and perspectives to join us in our work. As an EOE/AA employer, the Student Press Law Center will not discriminate in its employment practices due to an applicant's race, color, religion, sex, national origin or ancestry, age, sexual orientation, gender identification, genetic information, veteran or disability status or any other factor prohibited by law.

Position posted: December 31, 2020