



Job Announcement
Communications Director
American Civil Liberties Union of Hawai'i
Honolulu, HI

Be Part of a Pivotal Moment in History

Are you a Communications pro who wants to spearhead creative messaging in sharing the ACLU of Hawai'i's work with the community, shaping public perception?

With continued threats to civil liberties at the national level, the increased need to develop good policy at the local level, the still-evolving impacts of the COVID crisis on civil rights, and the 400-years overdue increase in awareness of the impacts of systemic racism on every element of our society—it is the ideal time to become a leader in the ACLU! You're invited to join forces with us and help make a meaningful, positive, long-term impact on the future of Hawai'i and the United States.

We seek a Communications Director to play a vital role in sculpting our bold vision to protect and promote the civil liberties that define our democracy. This committed and high-performing individual will drive initiatives for communications and digital advocacy, working closely with leaders in other departments.

Please be a strategic thinker with a passion for our mission, a vision for applying communications tactics to reach organizational goals, and an innovative approach to conceiving and executing plans of action.

Ideally, you are also a leader who will develop and achieve goals across issue areas, driving content development for advocacy campaigns and public-education initiatives across multiple platforms. This position is based in Honolulu, but works remotely during the coronavirus pandemic, and will report to the Executive Director.

What you'll do

- **Strategy:** Identify specific communications goals for the ACLU of Hawai'i, develop plans and strategies to reach them, and measure progress. Determine appropriate communications tactics to disseminate ACLU news, promote advocacy campaigns, publicize events and broaden ACLU audiences.
- **Media Relations:** Handle all aspects of media relations, including writing and disseminating press releases and advisories, pitching stories to targeted reporters, fielding media requests, managing a media database, drafting talking points, making statements, arranging interviews with ACLU spokespersons, and coaching spokespersons.
- **Digital Communications:** Manage the online presence of the ACLU of Hawai'i, leading staff in generating content that is engaging, up-to-date, and results in measurable action. Develop and manage posting of content to our digital channels, including web site, social media (currently Facebook, Instagram and Twitter) and emails to subscribers.

- **Print Materials:** Manage development, distribution, and maintenance of all print collateral including newsletters, toolkits, educational material, brochures, event invitations and promotional items. Provide editorial and design direction, handle quality control and proofreading, oversee production, and create and implement distribution plans.
- **Community Outreach:** Assist with initiating and strengthening relationships and collaborations with organizations and leaders who are aligned with the ACLU's mission and purpose. Identify opportunities for community outreach at events and mobilize volunteers to represent the ACLU through outreach activities (e.g., tabling opportunities, marches, etc.).
- **Communications Team:** Manage relationships with vendors such as designers and printers. Support the training and deployment of volunteers involved in community outreach with teachable assets from the voice of the ACLU.
- **Professional Development:** Attend national and regional ACLU training and staff conferences.
- Perform other related duties as assigned by the Executive Director.

What you'll need

- A commitment to the mission and goals of the ACLU of Hawai'i.
- A proven ability to create and manage communications strategies of an organization's legal, legislative, and community activities.
- Experience creating engaging social media and website posts that are topical and support the affiliate's campaigns.
- Excellent communication skills as an advocate; a "quick study" on an array of issues, including the ability to analyze and articulate legal and civil rights concepts and other complex issues and communicate them to a variety of audiences.
- A demonstrated ability to distill complicated issues into clear, thoughtful press releases, social media posts, and internal and external-facing campaign materials.
- Able to quickly and efficiently create social media content that speaks to the moment, and to assess messaging effectiveness and engagement.
- The ability to manage and report on web analytics.
- A demonstrated ability to work independently, keep organized in a fast-paced environment, manage simultaneous projects, and adjust strategy to changing demands.
- A collaborative style with colleagues across departments.
- Experience working with diverse coalitions and community groups, across the political spectrum, and valuing differences of race, ethnicity, age, gender, sexual orientation and identity, religion, ability and socio-economic circumstances.
- Ability to travel as needed within the state and occasionally to the continental United States.

Preferred

- Skills in Adobe InDesign, Photoshop, and Creative Suite; web-based research services; website design and maintenance services.
- Familiarity with Hawai'i.

Help Lead Us into the Future

If you're excited about devoting your talents and skills to the ACLU of Hawai'i, submit your resume, letter of interest, and mention where you learned of this opportunity, by emailing communications@acluhawaii.org. Please include your name and "Communications Director – Hawai'i" in the subject line of the email. No phone calls, please. To ensure your application is received, please do *not* use any other ACLU email address.

Salary is commensurate with experience and within the parameters of the ACLU of Hawai'i compensation scale. Excellent benefits currently include: generous vacation, sick leave, and paid family and medical leave; employer-provided health insurance, and long-term disability; defined contribution plan with employer match; and 14 paid holidays.

We will accept applications until October 31, 2021 or until the position is filled, at which time the job announcement will be removed from our [website](#). We hope that one of those applications is yours.

The ACLU of Hawai'i is a nonprofit, nonpartisan public interest organization, dedicated to defending and enhancing civil rights and civil liberties through litigation, legislative advocacy, organizing, and community education.

The ACLU of Hawai'i is an equal opportunity/affirmative action employer. We value a diverse workforce and an inclusive culture. It is our policy to employ qualified people without regard to: race; color; religion; sex; national origin; age; ancestry; disability; sexual orientation; veteran's status; marital status; civil union status; arrest or court record; citizenship; credit history; genetic information; gender identity or expression; status as a victim of domestic violence, sexual violence, or stalking; or any other characteristic protected under federal or state law.