



Helping Lawyers Help Community

Release Date: June 10, 2015

Position: Marketing and Communications Manager

About Equal Justice Works:

The mission of Equal Justice Works is to create a just society by mobilizing the next generation of lawyers committed to equal justice.

We provide a continuum of opportunity that begins with incoming law school students and extends into later careers in the profession. From advocating for law school programs that instill public service values among students, to creating summer and postgraduate public interest jobs, to addressing the staggering educational debt that blocks lawyers from going into public service, Equal Justice Works inspires and provides opportunities for the legal community to change lives, make careers, and deliver on the promise of justice for all. Visit our website for more information: www.equaljusticeworks.org.

General Job Description:

Reporting to the Director of Marketing, the Marketing and Communications Manager will work with a dynamic staff to develop and execute marketing communications programs that reach varied stakeholders and clearly articulate the organization's goals, strategies and impact. This position will work closely with Fundraising, Operations and Programs staff to create impactful marketing materials and manage the Equal Justice Works' website. This position will also have the responsibility of managing external resources and vendors. Environment is fast-paced and requires extreme attention to detail.

Responsibilities:

- Develop and implement an annual cycle of marketing communications campaigns to support program recruitment, outreach, events and fundraising goals.
- Write, edit and produce a diverse portfolio of print and digital content, including social media posts, brochures, press releases, blog content, annual reports, speeches and presentations, all events related materials and more.
- Manage and expand the organization's web presence in coordination with external vendors and internal resources using digital, website, social media and other tools to effectively promote the organization and communicate with constituents in such a way as to continually advance our programs and brand and to build a compelling fundraising narrative for the organization.
- Oversee the editorial direction, design and production of all electronic collateral, including e-newsletters, email marketing programs, and all events related marketing needs.

- Work with Director of Marketing to create and manage a strategic media relations program that enhances awareness of our programs and brand.
- Maintain identity materials, ensuring consistency of message and brand and ensure they are in support of fundraising narrative.
- Supervise and coordinate of freelancers and consultants. Maintain weekly production schedule ensuring all projects are completed on time and on budget. Create and manage weekly communications calendar for the organization.
- Other duties as assigned.

Qualifications:

- Bachelor's degree in communications, marketing or public relations with 3-5+ years of experience implementing marketing communications programs at an agency, or communications department of a non-profit organization or corporation.
- Strategic thinker with proven ability to execute, strong attention to details and ability to balance a variety of projects.
- Supervisory experience of at least one professional staff person and experience managing outside vendors.
- Knowledge of and experience with creating specifications for print and digital production and managing freelance designers and developers.
- Excellent writing, proofreading, editing and oral communication skills.
- Experience with email marketing software and content management systems (preferably Drupal), as well as basic knowledge of HTML.
- Experience managing a budget.
- Very strong computer skills including knowledge of Microsoft Office applications including Excel, Outlook, PowerPoint and Word. Ability to work with current technology and to adapt to new technological systems a plus.
- Graphic design ability and proficiency with Adobe Creative Suite a plus.
- Excellent oral and written communications skills and ability to excel in a fast-paced environment.

Salary and Benefits: Salary is commensurate with experience; Equal Justice Works offers a comprehensive and generous benefits package: including loan repayment assistance, full health insurance coverage for employee, employer sponsored disability insurance program, monthly transportation stipend, retirement plan up to 4% employer match, and 2 weeks' vacation plus sick leave and generous holiday schedule.

To Apply: Please send your completed application, which should include a letter of interest, CV/resume, and writing sample. Applications should be submitted to humanresources@equaljusticeworks.org.

Please note: Phone calls will not be accepted.

Equal Justice Works is an equal opportunity employer and does not discriminate on the basis of race, color, religion, national origin, gender, age, marital status, personal appearance, sexual orientation, family responsibilities, physical or mental handicap, matriculation, or political affiliation.