



JOB ANNOUNCEMENT

Senior Communications Strategist

Reports to the Executive Director
Based in Los Angeles, Sacramento or Oakland Office

About Western Center on Law and Poverty

For 56 years, Western Center on Law and Poverty (WCLP) has led the fight to end poverty and secure housing, health care, a strong safety net, and racial and economic justice for all low-income Californians. Western Center brings about system-wide change through impact litigation, legislative, policy and administrative advocacy at the state and federal level, and support for legal services and community-based organizations. With offices in Los Angeles, Sacramento, and Oakland, we are California's largest legal services support center. For more information, please visit our website: www.wclp.org.

Position Summary

The Senior Communications Strategist develops and executes a comprehensive communications plan, including external communications activities that, while coordinating with existing staff efforts, strategically raises Western Center's visibility among key audiences, strengthens our advocacy, fortifies our fundraising, demonstrates the impact of our work, advances our brand identity, and engages staff in advancing key messages. The Senior Communications Strategist works directly with 1) Attorneys and Policy Advocates on specific policy campaigns and litigation to create and deliver communications that boosts advocacy success and supports and galvanizes community partners and constituents; and 2) the Director of Philanthropy, Executive Director, and their teams to create and deliver communications that support fundraising activities, reaches and motivates new and current supporters, and broadens the organization's state and national visibility. The Senior Communications Strategist is responsible for both long-term planning and day to day work, including a strategic and proactive use of traditional press, earned media, digital media, social media vehicles (Facebook, Twitter, Instagram and LinkedIn), speaking engagements, and other appropriate communications avenues.

Responsibilities

- Develop and successfully implement Western Center's overall communications plan, specific communications strategies, and detailed communications activities.
- Translate Western Center's advocacy goals and activities into effective messages that engage and motivate stakeholders and raise Western Center's profile both within and outside of the legal community and social justice arena.
- Ensure, in coordination with management and staff members, diversity, equity and inclusion in the program's overall structures and policies.
- Work directly and collaboratively with Attorneys, Policy Advocates, Development staff, and the Executive Director.

- Manage day-to-day communications activities, including website (WordPress), CRM software (Mail Chimp), social media calendar and copy, print and e-newsletters and announcements, releases, reports, videos, and special projects.
- Build and oversee a robust communications calendar including annual report and other donor communications, organizational updates, event collateral needs, print materials, impact report, e-blasts, etc. while ensuring all deliverables meet quality standards and deadlines and are within budget.
- Partner with Executive Director, Philanthropy Director, Development staff, and other staff and consultants on overarching strategy for external communications and playing a leading role in execution.
- Partner with the Development Team to craft compelling mailings and special event invitations and manage high volume mailing orders with print and mail houses.
- Create compelling and inspirational digital and print content and branding that can be used across various media, including press releases, story placement, op-eds, and other earned media.
- Manage media relations and maximize media opportunities.
- Using Meltwater software, utilize a consistent reporting system for press mentions, reach, and other key metrics to assess brand-building initiatives, and prepare monthly reports to track progress.
- Identify and regularly present story pitch ideas to Executive Director, Philanthropy Director, and key staff.
- Develop and maintain style and branding guides and communications templates.
- Train staff on the use of social media and other media channels.
- Maintain a communications calendar that aligns communications across channels and teams.
- Identify speaking opportunities for Western Center staff.
- Report on key performance indicators to assess and improve communications.
- Manage outside design, communications, and website consultants.
- Stay current and knowledgeable on Western Center's programs and on current marketing and communications strategies and tools.
- Represent Western Center in the community.
- Some travel, mostly in-state, sometimes overnight.
- Other tasks as assigned by the Executive Director.

Qualifications

- Deep commitment to economic and racial justice, embedding equity in internal practices and culture, and the mission of the Western Center
- A minimum of 5 years of progressive experience in communications, including traditional and digital communications strategies.
- Experience with public policy and advocacy, legal services, and nonprofit organizations is highly desirable.
- A four-year undergraduate degree (or substantial, relevant work experience) is required and a graduate degree in journalism, communications, or marketing is a plus.
- A powerful, dynamic writer and storyteller who can transform complicated, jargon-laden information into captivating and inspirational stories. A sophisticated and discerning editor.
- Experience using social media and on-line tools and working with staff in content development and posting.
- Proven project management and organizational skills and the ability to manage multiple competing priorities in a dynamic, fast-paced, deadline-oriented environment.

- Strong, clear, and persuasive oral and written communication, including a particular deftness in communicating with multiple audiences.
- A positive attitude, tact, dependability, diplomacy, and flexibility, complementing a collaborative and team-oriented work style.
- Strong commitment to diversity of thought, backgrounds, and perspectives.

Compensation

- This full-time, salaried position is located at our Los Angeles, Sacramento, or Oakland office. Western Center on Law & Poverty is still primarily working remotely but staff members have the option of working from the office in our hybrid work environment. The salary range for the Senior Communications Specialist position is \$85,000 - \$95,000, commensurate with experience.
- Western Center provides a comprehensive benefits package including medical, dental and vision coverage, life insurance, retirement plan with employer contributions and a modest match, leave policies, vacation, and December holiday office closure at full pay. We also provide opportunities and support to ensure our staff can grow and develop their professional skills.

To Apply

To promote racial and social justice and achieve our mission, Western Center is committed to maintaining a diverse staff and creating an inclusive and respectful workplace. Western Center strongly encourages applications from persons of color, women LGBTQIA+ individuals, persons with disabilities, and persons from other underrepresented groups whose background may contribute to effectively representing low-income people and underserved communities.

Applications received by December 15, 2023 will be prioritized but applications will be accepted until the position is filled. In your cover letter, please explain how you think your personal and/or professional experience or background has prepared you to contribute to a work environment with a strong commitment to diversity, equity, and inclusion. Please email a cover letter, resume, two writing samples, and a list of at least three references to jobs2@wclp.org.