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lakidsrights.org

COMMUNICATIONS DIRECTOR

The Louisiana Center for Children's Rights (LCCR) seeks a creative and strategic communicator to strengthen our brand, advance our policy agenda, and ultimately shift narratives around Black youth and the legal system. The director will lead the development of communications priorities and strategies for both long-term narrative change and short-term advocacy campaigns. The director will supervise a digital manager and transition communications from part of the policy team to its own standalone department. The position is ideal for someone who cares deeply about racial justice, loves strategy and messaging, and enjoys collaborating with a wide range of colleagues, partners, and constituents.

The position is based in New Orleans, but our staff are currently working remotely.

Organizational Overview

The Louisiana Center for Children's Rights (LCCR) is a non-profit law office that fights to keep children out of the justice system so they can thrive in their homes and communities. We both represent individual children in their court cases and address the systemic issues that trap mainly poor, Black youth in the justice system.

Juvenile Defense: As the juvenile public defender in New Orleans, our Children's Defense Team represents over 90% of children in the city who come into contact with the juvenile justice system. We provide each child with a holistic team – a lawyer, social worker, investigator, and youth advocate – to address both the causes and consequences of an arrest.

Juvenile Life Without Parole: We represent the majority of Louisianans who are facing or serving life without parole sentences for crimes they committed as children, which the U.S. Supreme Court has ruled unconstitutional in all but the rarest cases. We know that children can and do change for the better, so we fight for their second chance.

State and Local Advocacy: We advocate for policies that reduce the number of children in the justice system and provide better alternatives to arrest and incarceration. For the kids who do enter the system, we support policies that keep them safe, protect their rights, and get them home as soon as possible.

Position Responsibilities

Communications strategy:

- Lead the development of communications goals and strategies for the organization and its policy campaigns.
- Facilitate collaborative processes with colleagues and partners to set campaign goals, identify audiences, develop messaging, and plan engagement strategies.

- Understand organizing strategies, and how communications can support organizing.
- Create systems to regularly evaluate messaging and engagement.
- Work with staff and other team leaders, particularly the policy and development directors, to identify and address communications needs.

Earned media:

- Monitor news for trends and identify opportunities for influencing narratives around youth and the legal system.
- Build relationships with relevant local, state, and national reporters.
- Field all media requests and manage rapid response moments.
- Prepare staff and constituents for interviews, legislative testimony, and other speaking engagements. Act as spokesperson for the organization when appropriate.
- Develop all press materials including pitches, press releases, and talking points.
- Create and maintain systems for tracking media hits and press contacts.
- Help organization expand into non-traditional media.

Owned media:

- Direct content creation for LCCR's social media, website, and newsletter.
- Oversee digital strategy to build our base and engage supporters and donors.
- Ensure brand and messaging consistency across channels.
- Write and/or edit reports, fact sheets, and other branded materials.
- Help organization expand its digital toolbox.

Team Management:

- Provide supervision and mentorship to a digital communications manager.
- Implement a work flow structure and processes to regularly collect information from other teams.
- Develop and manage a departmental budget.

The Communications Director reports to the Executive Director.

Required Qualifications

- A commitment to advancing racial justice and a strong intersectional analysis of racism and power
- Ideally 5+ years of communications experience in a social justice or non-profit setting
- Exceptional written and verbal communication skills, meticulous editing chops, and an eye for design.
- Experience facilitating messaging and strategy development with diverse groups of people.
- Deftness in improving existing systems and setting up new ones.
- Good judgment and the ability to exercise complete discretion.
- Ability to balance multiple priorities and respond quickly to breaking news when necessary, including outside of regular working hours on occasion.

Preferred Qualifications

- Supervisory experience.
- Knowledge of the juvenile and/or criminal legal systems, especially in Louisiana.
- Knowledge and insight into New Orleans culture.
- Previous experience in community organizing, fundraising, and/or law.
- Experience working with young people.

Salary and Compensation

The position offers a salary of \$58,000-\$80,000 depending on years of experience and based on an established pay scale. LCCR offers employee benefits that include 20 paid vacation days, nine paid sick days, three paid mental health days and an annual mental health stipend, 100% employer covered health insurance (including children or a spouse), and professional development opportunities. The position is full-time, and no other compensated work is permitted.

To Apply

Please provide a resume, cover letter, and two relevant work samples (e.g., a press release, successful pitch, talking points, communications plan, etc.) to jobs@lakidsrights.org, and include the job title in the subject line.

LCCR values diversity and is an equal opportunity/affirmative action employer. People of color, women, LGBT persons, people with disabilities, and those directly impacted by the justice system are encouraged to apply for all positions.