



40 West 39th Street, Fifth Floor, New York, NY 10018

Tel: 212.725.6422 • Fax: 800.391.5713

[www.ImmigrantDefenseProject.org](http://www.ImmigrantDefenseProject.org)

**Job Announcement:  
Immigrant Defense Project  
Communications Strategist (Full-Time)**

**Organization Background**

The Immigrant Defense Project (IDP) is a nonprofit that works to secure fairness and justice for all immigrants. IDP was founded twenty years ago to address the crisis of escalating criminalization and mass deportation, and our work attacks the injustices at the intersection of the racially-biased criminal and immigration systems via a multi-pronged strategy. We strengthen immigrant defense through training and expert advice, challenge unfair laws through impact litigation, shape just policies through advocacy, work alongside communities and advocates through alliance building and education, and challenge negative narratives about immigrants through strategic communications.

IDP is a relatively small organization with big impact. Achievements include leading successful campaigns to protect immigrants from aggressive deportation tactics and playing an instrumental role in ensuring immigrant New Yorkers receive effective legal immigration advice after arrest. IDP has been central to strategic Supreme Court litigation campaigns. IDP also operates a unique legal support hotline that provides cutting edge legal analysis for community members and attorneys, and serves as a clearinghouse for ICE enforcement trends. In addition to training attorneys, IDP develops Train-the-Trainers workshops on a range of topics, from complex criminal and immigration laws to issues such as Know-Your-Rights with ICE.

**Position Summary**

The Communications Strategist will work under the supervision of the Executive Director and with the Deputy Director and other staff to ensure sophisticated and impactful strategic communications to advance IDP's goals. The Communications Strategist directly contributes to this work in comprehensive ways including strategic communications, media relations, and writing. Digital communications are also a core function of our integrated approach to strategic communications. This role will advance the work of IDP by utilizing value-based and goal-oriented strategic communications tactics to amplify and publicize our work, promote campaigns, engage audiences online, and influence how our issues are framed in the media.

**The Communications Strategist will be a thought partner to the Executive Director and Deputy Director. You are an ideal candidate if:**

- You have experience with strategic communications in campaign settings, both in terms of longer-term narrative shifting and rapid response.
- You can think broadly and strategically about our work, and also be detail oriented and organized about implementation of a communications strategy necessary to move our vision into reality.
- You can synthesize information from different sources and can understand nuanced campaign and messaging goals.

- You are a great communicator who enjoys engaging with different stakeholders and would thrive as a mentor and bridge builder for the organization as a whole.
- You have a demonstrable passion for social justice and alignment with IDP's mission, culture, and core values. Experience working on immigration or issues related to criminalization or other complex issues in a social justice context, and high-level, strategic understanding of social change and progressive movements backed by direct experience is desirable.
- You readily accept and incorporate feedback and challenge yourself and others to find creative solutions to dilemmas.
- You have a collaborative leadership style and can flexibly share leadership and build consensus. You have a proven ability to work with a dynamic team and build working partnerships.
- You are passionate about telling stories in ways that build power, while understanding legal and personal sensitivities to sharing stories of those at risk of deportation.
- You are guided by a strong sense of curiosity and commitment to learning new and complex areas of work.
- You have a high degree of comfort with technology, including social media platforms. Experience with graphic design and proficiency with Adobe Photoshop, Illustrator, and/or Canva or other design programs, Wordpress, and/or video production is an advantage.
- Spanish fluency is an advantage.

### **Core Responsibilities:**

#### **Strategic Communications**

- Plan and implement communications strategies for advocacy and litigation campaigns, working closely with IDP staff and allies.
- Regularly review existing communications research to update IDP's messaging frames and craft talking points to be used in press releases, media interviews, blog posts, social media, and email action alerts.
- Contribute to guiding processes and protocols about best practices in strategic communications.

#### **Media Relations**

- Be in frequent communication and maintain relationships with traditional news media and emerging digital news outlets about IDP and allies' work. This includes pitching news and editorial coverage, maintaining and updating our media lists, and other types of engagement.
- Draft press releases, op eds, and other media materials in support of organizational priorities and campaigns. This may include ghostwriting, editing, and placing Op-Eds, articles, and other written materials, in collaboration with IDP staff.
- Train and prep spokespeople, including staff, community members, and other partners for media interviews.
- Monitor news coverage on key issue areas to identify opportunities for intervention.
- Identify and engage opportunities for narrative-shifting in media coverage of IDP's issue areas to reflect our analysis and perspective.

**Digital Communications:**

- Work with IDP's Communications and Operations Associate to identify social media opportunities to promote IDP's work and resources, and to help reach goals for increased reach and engagement on social media platforms and website.
- Incorporate current and emerging digital media strategies in strategic communications plans, particularly around message testing.
- Implement digital communications related to priority IDP advocacy and litigation campaigns.

**Compensation**

Commensurate with relevant experience (submit salary requirements with cover letter). Excellent benefits, including medical, dental, and 401K.

**To apply:**

Submit cover letter with salary requirements, resume, and three references to [jobs@immdefense.org](mailto:jobs@immdefense.org). Include "Communications Strategist" in the subject of email. Position open until filled, though applicants are encouraged to apply as early as possible. No phone calls please. Position is based in New York City.

The Immigrant Defense Project is an Equal Opportunity Employer that actively recruits women, people of color, persons with disabilities, persons with diverse gender and sexual identities, immigrants, and formerly incarcerated persons.