



Immigrant Defense Project Communications Director (Full-Time)

Organization Background

The Immigrant Defense Project (IDP) is a national nonprofit advocacy organization in New York City that promotes fairness and justice for immigrants in the United States.

We work to transform a racially biased criminal legal system that violates basic human rights and an immigration system that tears hundreds of thousands of immigrants with convictions each year from their homes, their families, and their communities.

We fight to end the current era of unprecedented mass deportation via strategies that attack these two interconnected systems at multiple points. We use impact litigation and advocacy to challenge unfair laws and policies and media and communications to counter the pervasive demonization of immigrants. And we provide expert legal advice, training, and resources to immigrants, legal defenders, and grassroots organizations, to support those on the frontlines of the struggle for justice.

We help lay the groundwork for a day when the criminal and immigration laws of the United States respect and uphold the human rights of everyone, fulfilling the values of equality, justice, and fairness for all.

Position Summary

IDP is hiring a Communications Director to work with IDP leadership to oversee our communications program to advance IDP's mission. Core areas of focus will include: 1) Develop and align IDP's communication plans within our comprehensive organizational strategy; 2) Coordinate the creation and distribution of a broad range of media content for IDP's priority campaigns related to ending detention and deportation, drug decriminalization, sentencing reform, and disrupting dominant narratives around criminalization; 3) Grow IDP's online profile & relationships, including with grassroots partners, through a media strategy, including social media and regular updates of IDP's website across all program areas; and 4) Support Development Director and IDP leadership to craft and refine organizational messaging, storytelling, and other communications products for donors, foundations, and other partners. The Communications Director will work under the direct supervision of IDP's Executive Director and Deputy Director and will work closely with our tightly-knit staff.

Essential Job Functions

Communications Strategy, Vision, and Leadership (50%)

- Under the guidance of the Executive and Deputy Directors, further develop and implement an integrated, organization-wide strategic communications plan to broaden awareness of

IDP's mission, advance its advocacy campaigns and litigation work, and deepen relationships with partners, supporters, and donors

- Review and adjust communications plan according to assessment of challenges and emerging issues. The Communications Director should review and update this plan every six months with Executive and/or Deputy Director
- Coordinate IDP's media work with allies, including driving collaborative work of a communications working group focused on the intersection of criminal justice and immigration (Comrades)
- Work with Development Director to develop and implement a strategy that will allow IDP to cultivate and enhance meaningful relationships with targeted external audiences, including donors, media, public officials, key influencers, and allies
- Identify challenges and emerging issues faced by the organization and movement. Work with the staff to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them
- Mentor and develop staff using a supportive and collaborative approach
- Develop staff to be ambassadors of IDP message and mission by developing and implementing staff media trainings
- Recruit and manage a communications support team, relying on consultants, board, intern, and volunteer talent, to support the development and execution of the communications strategy

Communications Operations (50%)

- Ongoing evaluation of IDP's website, blog, e-newsletter, and associated web and social media channels to ensure fulfillment of strategic plan
- Work with IDP Communications Associate to ensure media information on website is relevant and up to date
- Cultivate a media base for long-term uplifting of IDP's message
- Maintain IDP media database
- Respond to press requests, and connect IDP staff and partners with viable media opportunities to ensure coverage of issues of strategic importance to IDP, as well as IDP's programs, special events, public announcements, and other projects
- Coordinate and amplify release of IDP reports and other publications as needed
- Review relevant IDP materials to ensure its alignment with the strategic communications plan
- Exercise judgment to prioritize media opportunities, and prepare talking points, speeches, presentations and other supporting materials as needed
- Manage relationships with any communications-related vendors or consultants

Qualifications

- Bachelor's Degree
- 3+ years communications, marketing, or related experience in nonprofit, political campaigns, and/or social justice-related work

- Highly collaborative style; experience developing and implementing communications strategies
- Excellent writing/editing and verbal communication skills
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives
- Capable leader, manager and coach for board, intern or volunteer talent
- Ability to prioritize and follow through effectively
- Commitment to social justice and IDP's mission
- Experience with Facebook, Twitter and other social media platforms
- Experience with Wordpress and/or HTML preferred
- Familiarity or experience with criminal justice and/or immigration movements preferred
- Fluency in a language other than English, especially Spanish, preferred

This position is salaried, commensurate with experience. Excellent benefits package, including medical, dental, and 401K.

To apply:

Submit cover letter, resume, writing sample, salary requirements, and three references our hiring committee at commsposition@immdefense.org. No phone calls please.

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. Individuals with a criminal conviction(s) and personal experience with the immigration system are strongly encouraged to apply.