



# communityworks

BUILDING COMMUNITY THROUGH ARTS AND EDUCATION

## POLICY AND COMMUNICATIONS DIRECTOR

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### About Community Works

Community Works (CW) engages youth and adults in arts, education, and restorative justice programs that interrupt and heal the far-reaching impact of incarceration and violence by empowering individuals, families, and communities. Community Works has been on the forefront of restorative justice programming for the last 15 years, providing the first restorative justice program in a county jail and the first restorative justice diversion program for youth. Since then, the agency's innovative programs for violent offenders and children of the incarcerated have brought healing and hope to the most marginalized and forgotten members of society.

### The Position

Reporting to the Executive Director, the Policy and Communications Director will set and guide the strategy for all communications, website, and public relations messages, and collateral to consistently articulate Community Works' mission. As many of Community Works' programs are "emerging practices" and our approaches to the administration of justice are often controversial, the agency needs an advocate who can mount policy initiatives and public education campaigns while managing the agency's brand and marketing collateral. The Policy and Communications Director will ensure that Community Works is viewed as a leader in the restorative justice movement and provider of choice for individuals, families, and communities affected by incarceration.

### Policy (40%)

- Coordinate legislative and administrative policy activities that align with Community Works' mission
- Meet with program teams to determine a policy agenda and determine how the policy agenda can be achieved (legislatively, administratively or other)
- Work with each team to determine communications strategy and plan policy activities
- Attend legislative hearings, administrative hearings and meetings with supporters and opponents to advance CW policy agenda
- With other CW staff, serve as CW liaison to other organizations and coalitions such as the San Francisco Reentry Council, Californian's United for a Responsible Budget, Alameda County Children of Incarcerated Parents Partnership and San Francisco Children of Incarcerated Parents Partnership

### Communications (60%)

- Ensure that the Community Works brand has a consistent voice and that the organization's story is communicated in a clear and compelling way
- Spearhead multimedia public education campaigns to inform the general public about the impact of incarceration on children and families, may supervise a Program Manager to accomplish this
- Work with media to pitch stories, maximize media coverage, and enhance the visibility people affected directly and indirectly by the criminal justice system i.e. incarcerated people, children of incarcerated parents, and juvenile offenders)
- Produce press materials, including press releases, op-ed pieces, letters to the editor and other material as needed

- Work collaboratively with Development Director and staff, develop and manage content for Community Works' website, manage the distribution of ecommunications, and enhance our online presence via social medial tools such as Facebook, twitter, blogs and social media
- Produce and/or edit major reports, such as an annual report, policy briefs, and newsletters
- Oversee special projects as needed

### **Desired Qualifications:**

- Demonstrated experience and familiarity with local and national media, as well as with newer social media tools and messaging (relationships with journalists and other media a plus)
- Superior verbal and written communication skills and the ability to relate to varied audiences
- Ability to lead with diplomacy, work collaboratively, and behave with integrity
- Solid presentation and facilitation skills
- Ability to work one-on-one with key influencers or decision makers to effectively surface key issues and facilitate working out compromises when needed
- Knowledge of youth development programming and principles
- Knowledge of project management and event planning principles
- A thorough understanding of mass media outreach
- Experience in the legislature or advocating on related public policy issues
- Excellent proof-reading and editing skills
- A solid understanding of the criminal justice system and its impact on communities of color and poor communities
- Supervisory experience preferred (this position may provide supervision)

### **Minimum Qualifications**

- Possession of Master's Degree in communications, public relations, journalism, or public policy preferred.
- At least 2 years of professional experience with demonstrated success in communications, marketing or PR, digital and social media campaigns, website management (WordPress), familiarity with Google Analytics.
- Demonstrated commitment to achieving social justice and/or criminal justice reform.
- Highly organized with excellent attention to detail
- Proficient in Word, Excel, PowerPoint and Constant Contacts
- Clean driving record
- Able to work some nights and weekends
- Able to attend conferences or events in- and out-of-state
- Solid judgment and professionalism are critical

People of color and those with personal experience of parental or familial incarceration are strongly encouraged to apply.

### **Compensation**

Depending on experience.

Benefits: Health care (Kaiser), paid vacation and holidays and limited dental reimbursement

### **How to Apply**

Apply immediately by emailing your resume, cover letter, 3 references, and a 1-3 page writing sample to [jobs@communityworkswest.org](mailto:jobs@communityworkswest.org). Use your full name as the subject line and specify the position you are applying for. Only full applications will be considered. Applications must be received by midnight on Wednesday, October 8, 2014.