

LEAP is searching for a Media Director

Job Title: Media Director

Status: Full-Time Position - Exempt

Location: Remote Work

(Work authorization: I-9 requirements apply)

Applications Due By: Monday, January 30, 2023 at 12:00 Noon ET / 9:00 am PT

Expected Start Date: February 27 - March 13, 2023 (flexible)

Hours of Work/Schedule: 40 hours per week / Monday - Friday

Overview: LEAP is an organization that strives to maintain quality employees through a focus on work-life balance and respectful management. The position offers a salary of \$75,000 along with an employee benefits package that includes fully remote work; 20 days plus the employee's birthday PTO; eleven federal holidays; medical, dental, and vision insurance; contribution to 403(b) retirement plan; and communications and technology allowances. There is also a possibility of an alternative workweek after three years' employment.

Position Reports Directly to: COO Darby Beck

About Us: [The Law Enforcement Action Partnership](#) (LEAP) is a group of police, judges, and prosecutors who advocate publicly for ending the War on Drugs, investing in community-based alternatives to incarceration, and ensuring police accountability. Since 2002, LEAP has supported the work of hundreds of ally organizations to pass state and national policy reforms from marijuana legalization and drug decriminalization to ending qualified immunity. LEAP speakers bring change by delivering testimony, advising lawmakers, publishing OpEds, and speaking at in-person and virtual events. LEAP has also been advising cities around the country on how to send civilians to many low-risk 911 calls rather than armed police: our [Community Responder model](#).

LEAP is proud to be an Equal Opportunity Employer and is committed to promoting fairness in the hiring process. We support Second-Chance Hiring and Fair Chance Act legislation, and we strongly encourage formerly incarcerated and other justice-impacted individuals to apply.

Job Overview Summary:

The Media Relations Director proactively ensures LEAP's message, speakers' quotes, and organization name appear in media outlets and social media to reach target audiences and works with the COO to ensure the consistency of our message.

Responsibilities and Duties:

- Draft and edit op-eds, quotes, testimony, press releases, talking points, blog posts, pitches to reporters, social media posts, and other materials as needed
- Create and maintain relationships with journalists and broadcast media producers

- Pitch/place op-eds/LTEs
- Write/send press releases
- With COO, coordinate crisis communications
- Organize/manage media lists
- Create new press kit annually
- Update newsfeed hits for the website
- Consistently expand media reach
- Identify top media hits for LEAP Website
- Monitor the news for trending stories relevant to the organization's mission
- Keep speakers and staff up to date on relevant news
- Build and maintain LEAP's digital presence across social media platforms
- Create/organize speaker training materials, including talking points and communication strategy guides for specific issues
- Create brochures and other outward-facing materials for the organization
- Maintain/ensure speaker quality
- Report speaker and organizational media activities
- Manage other employees in Media Department
- Perform other related duties as assigned.

Qualifications:

- Exceptional written and verbal communication skills
- Strong attention to detail
- Self-motivation
- Excellent time management skills
- Excellent organizational skills and ability to manage multiple time sensitive tasks simultaneously
- Strong problem-solving skills
- Eagerness to learn and willingness to accept feedback
- High quality and professional standards
- Good people skills
- Strong values of respect and integrity.

Education and Experience Requirements:

- Three+ years experience in communications leadership.
- Persuasive writing and communications experience.
- Strong understanding of social media and journalism landscapes.
- Knowledge of contemporary criminal justice, drug policy, or policing issues.

Physical Requirements:

Must be physically able to work at a computer and make phone calls.

Application Requirements and How to Apply:

To apply please submit: cover letter, resume, three references, and an LTE writing sample to Jobs@LawEnforcementAction.org. All applications must be received by **Monday, January 30, 2023 at 12:00 Noon ET / 9:00 am PT**.

- **Resume** - List relevant professional, educational, and criminal justice-related experience, including three references with contact info.
- **Cover letter** - Please explain why you are interested in our organization and the specific position, and provide examples showing why you would be a good fit based on the qualifications and responsibilities listed above. Do not simply repeat information contained in your resume.
- **LTE writing sample** - Please write a letter to the editor for publication in a local newspaper in support of the city of Milwaukee adopting a [Community Responder model](#), which would send trained civilians to respond to many low-risk 911 calls currently handled by police. Write as if you were [one of our speakers](#) trying to convince people who are unsure about the model but who listen to law enforcement. Please sign the LTE as a LEAP speaker, and feel free to use some creative license – within reason – about their experience. Word count: 200-300 words.

Important Note:

Our entire organization works remotely from multiple locations and communicates mostly by video conference, email, and telephone -- not just during the COVID-19 pandemic. We do not gather in an office. On occasion there may be some in-person events and meetings that will require travel and attendance. Approved work related travel will be covered by the organization. We also offer funds to cover the tools necessary to perform the job remotely according to our technology policy, which will be communicated with candidates at the appropriate time.

More about our organization:

The [Law Enforcement Action Partnership](#) (LEAP) was founded in 2002 by five police officers who wanted to end the War on Drugs. Today, LEAP is a national nonprofit with more than 300 police, judges, prosecutors, and corrections representatives who support criminal justice and drug policy reforms to make communities safer. LEAP elevates the voice of law enforcement in support of reform by arranging media interviews and in-person presentations for our team of law enforcement speakers across the country. Our speakers work on policy change from drug decriminalization to restorative justice, bail reform, police accountability, and overdose prevention sites.

LEAP is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment. We are committed to providing equal employment opportunities and do not discriminate against employees because of race, color, religion, sex (including pregnancy, transgender status, sexual orientation, gender identity or expression), national origin, age (40 or older), physical or mental disability, genetic information, or status as a covered veteran, or any other protected status under local, state, or federal law.