

LEAP is searching for a Media Relations and Communications Director

Job Title: Director, Media Relations & Communications

Status: Full-Time - Exempt

Location: Remote Work

Pay Level: Up to \$90,000

Applications Due: October 25, 2023 at noon ET

SUMMARY DESCRIPTION:

Reporting to the Chief Operating Officer, the Director of Media Relations is responsible for developing and executing a comprehensive media strategy that positions LEAP at the forefront of organizations working to ensure police accountability, implement community responder programs, reduce incarceration and criminalization, and end the War on Drugs.

The Director oversees all day-to-day media relations efforts, including timely responses to inquiries. This position creates meaningful opportunities for LEAP's leadership and network to participate in op-eds, interviews, broadcasts, and key media events to showcase LEAP's expertise and research. This position leverages the media in all forms to highlight LEAP's role as a national convener on reform issues.

The Director must work effectively and persuasively across internal teams and be creative and energetic in reaching new audiences. The ideal candidate will have established high level local, regional, and national media contacts and the ability to continue to establish and cultivate such relationships.

Responsibilities:

- Develops and executes a strategic plan for media relations to build on success to date, including identification of key performance indicators that meet visibility and advocacy goals.
- Identifies, develops, and produces op-eds, testimony, press kits, speaker quotes, opinion pieces, talking points, expert lists, video stories, podcasts, social media campaigns, news releases, and other rich news content that advances LEAP as a leader in justice reform.
- Partners with Executive Director and COO to create and implement effective communications strategies that amplify speaker voices across various channels.

- Serves as primary contact and knows how to effectively collaborate with colleagues and senior leadership to seamlessly advance LEAP's mission with important media outlets and constituencies.
- Leverage the protocol to publish statements in response to current events across communication channels.
- Leads press relations and targeted outreach on an array of educational and justice topics, developing strategic relationships with key journalists and media organizations at the local, regional, and national levels, as well as a diverse and multicultural range of media outlets to promote and protect LEAP's mission and increase awareness and understanding of core messages and values.
- Keeps abreast of social media conversations to monitor emerging issues.
- Provide media tips, coaching, training and talking points as needed for LEAP speakers being interviewed by media.
- Monitor, analyze and report on media coverage to provide regular updates on such coverage and inform strategic planning.
- Consult and advise Executive Director and COO on strategic communications to key constituents.
- Manage, mentor, and collaborate with media staff and interns on all elements of media strategy.

Qualifications:

- Excellent writing, editing, verbal, and presentation skills and superb interpersonal and oral communication skills required. Able to translate complex issues into key points for target audiences across varied communications platforms.
- Bachelor's degree and/or 6+ years of experience in media relations and/or journalism and communications.
- Established relationships with media contact.
- Well-developed skills in building and maintaining media relationships.
- Demonstrated track record generating media coverage, developing creative media strategies, and refining and communicating key messages effectively.
- Knowledge of changing media landscape and ability to engage in various media formats/channels, including digital media, required.
- Excellent organizational and project/time management skills; ability to adapt and manage multiple priorities and tight deadlines required.
- Demonstrated ability to foster positive relationships and create partnerships with a wide range of constituent groups.
- Strong ability to work collaboratively and enthusiastically with colleagues across LEAP; must be a team player with ability to lead and inspire people.
- Proficient with Microsoft Office Suite, Google Suite, and related software.
- Passionate about advancing LEAP's mission to create meaningful change.

Not sure if you meet all the qualifications? Please apply!

Compensation

Salary is based on experience. A generous benefits package is provided.

How to Apply

To apply for this position, please submit your resume, cover letter, and a short writing sample (see below) to Jobs@LawEnforcementAction.org. Only shortlisted candidates will be contacted for further steps in the selection process.

Writing Sample Instructions:

Please name the file: "(Your full name) - October 2023 Media Relations Director Writing Sample"

Please write a Letter to the Editor for publication in a local newspaper advocating for the end of money bail. Write as if you were [one of our speakers](#) trying to convince people who are unaware of the problem but who listen to law enforcement. Please sign the LTE as that speaker, and feel free to use some creative license – within reason – about their experience. Word count: 150-300 words.

More about our organization:

[Law Enforcement Action Partnership](#) (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 and more just. 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.

Equal employment opportunity and having a diverse staff are fundamental principles at LEAP, where employment and promotional opportunities are based upon individual capabilities and qualifications, without regard to race, color, religion, ethnic or national origin, gender, age, disability, sexual orientation, gender identify, gender expression, veteran's status, or any other factor that is prohibited consideration under applicable law.

