

# PRRAC

## *Poverty & Race Research Action Council*

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### ***Communications Manager***

The Poverty & Race Research Action Council (PRRAC) is a non-profit civil rights law and policy organization based in Washington, D.C. PRRAC's primary mission is to develop innovative approaches to structural inequality issues, and to connect advocates with social scientists working on race and poverty issues. In particular, we seek to address the causes and impacts of racial and economic segregation. In addition to national-level law and policy research and advocacy, we engage in local technical assistance and advocacy support in a number of areas throughout the country. At the present time, PRRAC's work is focused in the areas of housing, education, and environmental health. PRRAC also staffs the National Coalition on School Diversity (NCSD).

We are currently seeking an innovative, enthusiastic, and committed Communications Manager. The successful candidate will provide vision and leadership to PRRAC in developing and implementing the strategies, messages, and materials that promote PRRAC and NCSD as valuable systemic change agents and leading experts on issues related to housing and school integration policy and environmental justice. The Communications Manager will be responsible for a wide range of long-term and day-to-day traditional and digital media, narrative change, and outreach work.

This position is geared toward mid-level communications professionals, though dynamic junior candidates may also be considered. Applicants should be comfortable working independently and across teams, and providing initiative on communications strategies. The successful candidate will persuasively communicate the work of civil rights lawyers and researchers to a wide range of audiences. He or she will also engage in strategic partnerships and collaborative campaigns with a range of advocacy partners and local, state, and federal policymakers and leaders.

This position is based in Washington, D.C. The Communications Manager will work closely with PRRAC's staff and partner organizations. We are especially interested in candidates who are passionate about civil rights, who are strong writers and detail-oriented, and who think creatively and work collaboratively.

#### **Responsibilities include (but are not limited to):**

- Translate policy, legal, and research documents into written resources for a broad variety of audiences.
- Draft and/or support staff in writing and placing articles, opinion pieces, presentations, blog posts, public statements, and multimedia materials that highlight our work.
- Manage and update website.
- Plan conferences and other events, in collaboration with PRRAC staff and partners.
- Develop and implement a comprehensive communications plan that promotes both organizations and their work across various media outlets, including television, radio, print, and the entire online realm (websites, blogs, and social media, etc.).
- Working across teams to manage rapid response and strategic communications during key advocacy moments and working collaboratively on long-term communications plans to strengthen our advocacy and coalition work. This will include overseeing the implementation of the communications plan in NCSD's 2018 strategic plan.
- Develop and implement communications to a wide range of stakeholders and audiences, including national, state, and local media; funders; government officials; activists; advocates; scholars; funders; and the general public.
- Provide messaging, media relations, outreach, and support for programs, publication releases, events, and other projects.

- Media work, including: respond to press inquiries; cultivate and maintain relationships with key media contacts covering targeted issue areas, to include broadcast and cable television producers; monitor the media landscape, news cycle, and editorial calendars to identify opportunities for promoting each organization and its network's experts, research, and materials; and develop, manage, and grow media and publication distribution lists.
- Organize and conduct regular communications meetings with senior staff and other staff as needed.
- Ensure websites, newsletters, and social media accounts are a dynamic source of information that explain the work in an effective and compelling way (including prrac.org, school-diversity.org, and housingmobility.org).
- Manage and/or support the design, production, publication, and dissemination of print and online materials, including annual reports, newsletters, other institutional publications.
- Document PRRAC's technical assistance work in selected communities, using narrative and multimedia approaches.
- Supervision of communications intern(s).

**We are seeking candidates with the following characteristics and skills:**

- **Exceptional written and verbal communication skills.**
- **Detail-oriented yet efficient, with high standards for work products.** You set ambitious goals, and bring rigor and resourcefulness to your work and management.
- **Experience with and commitment to working in partnership with low income communities of color.**
- **Proficiency in website content development and management (ideally including WordPress).** Experience in video editing also preferred, but not required.
- **Demonstrated ability to quickly gain fluency in new policy areas.**
- **Ability and desire to manage workflow across education and housing teams.** You possess strong time management, organizational, and prioritization skills. You are motivated to develop and maintain organizational systems and infrastructure. You recognize, anticipate, and proactively respond to organizational needs.
- **Systems thinker with a demonstrated commitment to racial justice.** You possess the habits of an effective systems thinker, e.g. flexibility; appreciation of new, emerging insights; consideration of multiple perspectives. You are skilled at making meaningful connections between different issues and constituencies. Your commitment to racial justice is apparent.
- **Strong interest in, and understanding of, the changing media landscape.** You are motivated to employ social media and digital strategies to inspire engagement and action.
- **Excellent interpersonal skills.** You are confident in your ability to build a strong set of relationships with relevant national, state, and local policy, advocacy, and organizing groups and professionals in the racial or social justice movement.
- **Issue fluency in our core issues.** You can demonstrate a commitment to and experience with civil rights. Experience with PRRAC's core issues (housing and school integration policy and environmental justice) is preferred, but not required.
- **Highly collegial.** You value a respectful, collaborative small team environment.

**Salary and Benefits:** The salary for this position is competitive, with a range that depends on experience. We offer a generous benefits package, including individual health insurance, dental insurance, vision insurance, and a 403b plan.

**How to Apply:** Please send a resume, two writing samples, and cover letter expressing your interest in the position to Philip Tegeler ([ptegeler@prrac.org](mailto:ptegeler@prrac.org)) using the subject line of "Communications Manager." Applications will be accepted on a rolling basis until the position is filled. No phone calls, please.