



OUTREACH AND SOCIAL MEDIA DIRECTOR

The Transformative Justice Coalition (TJC), one of the nation's foremost racial justice non-profit and non-partisan organizations, is seeking a highly talented, creative and skilled individual to serve as our Voter Empowerment and Restoration Project's Outreach and Social Media Director. This position is a vital component of our national and several state targeted Voter Empowerment and Restoration Project. The Outreach Director will generate and disseminate original content to our Local Organizing Committees and provide the public with empowering voter information. The Outreach Director will also counter disinformation and bridge gaps created through misinformation. Currently, TJC actively provides educational content about racial justice causes to tens of thousands weekly through our multiple websites and social media platforms. The Outreach Director will work to expand the reach of voting rights opportunities to eligible returning citizens, formerly incarcerated persons and those impacted by the criminal justice system. This Voter Restoration Project is especially important as voter education is essential to combatting the onslaught of voter suppression barriers that have been erected in many states. The Director will be directly supervised by the Voter Empowerment and Restoration Project Coordinator and TJC's Co-Leaders.

Duties and Responsibilities:

The Outreach and Social Media Director (OSMD) will be responsible for the overall strategic development, management, maintenance and integration of TJC's multiple public education, outreach and engagement platforms, including our websites. The OSMD will also develop a comprehensive outreach and educational plan for TJC and each of the State Local Organizing Committees. The OSMD will develop voter outreach materials, flyers, brochures, leaflets, ads, PSAs, inserts and other materials. The OSMD will assist with training events and teaching Project consultants and volunteers using TJC educational materials. As requested, the OSMD will assist with message development. The Outreach and Social Media Director will direct and supervise the work of paid consultants as necessary. In addition, the OSMD will recruit and manage a Volunteer Committee to assist with the development of campaigns to promote and disseminate empowering information regarding the right to vote and most effective practices to ensure the ability to properly cast a vote. The OSMD will be responsible for the development of creative materials, publications and social media including graphics, flyers and other content to inform eligible returning citizens of the opportunity to restore their voting rights and how to connect with free legal assistance. The OSMD will assist the Local Coordinating Committees to develop effective outreach and educational materials for returning citizens about the restoration of the right to vote, voter assistance through our Live Chat program and voter registration rights. And perform all other duties as assigned by the Project Director and TJC's Co-Leaders.

Qualifications:

Applicants should possess an AA degree or higher educational attainment in media, paralegal studies or public policy and have at least 4 years of successful management and coordination of social media platforms and websites. Excellent knowledge of social media platforms such as Facebook, Twitter, Instagram, Linked In and YouTube required. Good communications and writing skills are required. Knowledge of social media scheduling and other software required. Experience with monitoring metrics. Experience with Photoshop or similar software required. Skilled and demonstrated expertise in developing and designing creative content is required. Supervisory experience is required. Preference will be given to those applicants who have worked in the areas of voting rights, electoral campaigns, criminal justice reform, civil rights, racial justice reform, re-entry services, and other related fields. Preference will be given to those with prior experience in marketing and branding. Applicants should be able to multi-task and be both a good overall Project team member and team leader for Outreach and Social Media.

Salary and Benefits are Competitive and Commensurate With Experience

Interviews will be held of selected applicants as soon as possible with the goal of applicants starting to work in mid to late March.

To Apply:

Submit a cover letter and resume detailing experience by email or regular US mail at:

Barnwine@tjcoalition.org

And

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