



## Director of Communications

Are you passionate about communicating the importance of racial justice as necessary to the environmental movement? Are you excited about joining a bold, women of color-led, innovative organization with a dynamic team that is deeply committed to its mission? If so, the Director of Communications role may be for you. Justice Outside advances racial justice and equity in the outdoor and environmental movement. We shift resources to, build power with, and center the voices and leadership of Black, Indigenous, and People of Color because the health of current and future generations demands it.

This is an exciting time for Justice Outside. In 2021 we completed a five year strategic growth plan establishing a vision for organizational growth, programmatic expansion, and field-wide impact. The Director of Communications will set and guide the overall communications strategy that will support Justice Outside's goals for strategic impact; while ensuring that our communications efforts are connected to our communities and aligned with our values and our mission.

### Position Summary

The Director of Communications will provide vision, leadership and strategy for all communications activities, and work across the organization to direct and manage Justice Outside's internal and external communications. The ideal candidate is deeply committed to, and experienced in centering racial justice, movement building and advocacy in their work, and positioning these as necessary to the outdoor/environmental movement. This position will be instrumental in amplifying and elevating the critical role that Justice Outside plays in moving the outdoor and environmental field and the field of environmental philanthropy toward greater racial justice. This position will work closely with a peer group of senior leaders to ensure that communications are in alignment with Justice Outside's key priorities, theory of change, and advances the strategic direction of the organization. This position reports to Justice Outside's President & CEO.

In alignment with the position summary, critical responsibilities include:

### Core Responsibilities

#### *Leadership & Strategy*

- Provide vision, leadership, and strategy for Justice Outside's communications
- Set and evaluate goals to ensure communication strategies align with Justice Outside's mission and priorities
- Center racial and social equity in planning and execution of communications strategies and within the organization



## JUSTICE OUTSIDE

- Supervise the Justice Outside Communications Manager and Communications Associate and work closely with the program and development teams to develop and implement an annual communications plan and calendar.
- Provide strong, effective leadership that models equity-centered management practices; ensure staff are motivated and empowered to identify innovative approaches and contribute fully to mission advancement.
- In collaboration with Justice Outside's CEO and peer group of senior leaders, create and maintain an annual departmental budget and planning materials
- Support cross-team collaboration and build systems collectively with other staff for cooperation and success

### ***External Communications***

- Strategically integrate our communications while also segmenting communications and strategies to engage distinct audiences
- Look for and create new opportunities for program and organizational visibility through partnerships, ads, content placements, and other marketing channels centering the community
- In collaboration with CEO and Chief Advancement Officer, develop communications focused on major donor cultivation and retention
- Position Justice Outside as a sector leader through cultivation of platforms and opportunities for thought leadership
- Maintain and amplify a brand identity driven by Justice Outside's mission, vision, and core values, ensuring consistency in messaging in the development of creative materials
- Design, plan for, and oversee implementation of communications content and key deliverables, including reports, case studies, newsletters, news releases, annual impact reports, board updates, press kit documents, fact sheets, presentations, blog posts and others as needed
- Develop and deploy digital engagement strategies, including a plan for digital engagement growth and deepening engagement
- Supervise the Justice Outside communications team in the creation, curation and maintenance of content (text and visuals) on our website and various social media and online platforms. Our social media channels currently include Facebook, Twitter, Instagram and LinkedIn.
- Identify and develop relationships with media and community partners to find opportunities to promote Justice Outside's initiatives and the need for a more inclusive, racially just outdoor/environmental and philanthropic movements.
- Coordinate media requests and follow-up while serving as the primary media contact
- Manage outside vendors and contractors as appropriate (i.e. technical support, CRM support, etc.)
- Ensure that all external communications are accessible for people with disabilities.



### **Development & Program**

- In partnership with the Chief Advancement Officer and the Director of Donor Engagement, direct the creation of communications that will help achieve the organization’s annual fundraising goals and advancement outcomes.
- In partnership with the Director of Programs and program team members, support the implementation of activities to recruit for Justice Outside’s suite of programs and share the progress of recruitment efforts.
- In partnership with the Director of Grantmaking and Liberated Paths Program Managers, bring new and innovative ideas to amplify and elevate the work of our Liberated Paths grantees.

This position offers an exciting opportunity for an individual to bring creativity and innovation to the communications needs of Justice Outside. We are seeking a passionate communicator that can highlight our mission to potential program participants, potential grantees, alumna, board members, donors and the social justice and environmental field broadly.

### **Qualifications & Requirements**

- 3-4 years of experience in a director or management communications/marketing field position, preferably in an “in-house” role within a nonprofit organization, specializing in areas such as racial justice, social justice and/or environmental justice
- Commitment to racial justice at the intersection of the outdoors and environment
- Exceptional planning and project management skills, including creating and implementing communications campaigns
- Demonstrated ability to work effectively across departments, collaborate internally, and synthesize the communications needs of diverse departments and programs
- Keen eye for visually interesting content and campaigns
- Excellent (English) written and verbal communication skills coupled with the ability to actively listen.; experience with asset based language approaches and nonviolent communication is a plus
- Strong technical and digital communications skills, including familiarity with graphic design programs (such as Adobe Illustrator, InDesign and/or Photoshop) and CRM/mass email programs (i.e. Blackbaud, Salesforce, Giveeffect, etc.)
- Experience with the development and deployment of digital engagement and growth strategies
- Proficiency in Microsoft Office and G Suite
- Self-starter and able to work independently
- Equivalent work experience to an Associate or Bachelor’s Degree preferred in Communications, English, Journalism, Mass Media, Marketing or related field



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OUTSIDE

### **Compensation and Benefits**

Salary: \$85,000 - \$90,000

Benefits include: paid health and dental premiums, an open leave policy, a supportive team culture, and financial support for individual professional development activities. The successful candidate also has the opportunity to join an employer-sponsored retirement plan.

This position is a full-time, salaried position that can work remotely or from our Justice Outside office in downtown Oakland, CA. Travel will be required quarterly throughout the year.

Justice Outside is an equal opportunity employer. Employment decisions are made without regard to race, color, religion, national or ethnic origin, sex, sexual orientation, gender identity or expression, age, disability, protected veteran status or other characteristics protected by law.

### **How To Apply**

Please submit a resume and an intentional cover letter that speaks to your communications experience and your commitment to racial justice at the intersection of the outdoors and environment to [kim@justiceoutside.org](mailto:kim@justiceoutside.org).