



COMMUNICATIONS DIRECTOR

ABOUT COURAGE CAMPAIGN:

Courage Campaign fights for a more progressive California because we think California -- the largest and most diverse state -- is uniquely positioned to serve as a beacon of progressive, equitable, and truly representative democracy.

To get there, we believe that we must use an intersectional lens to call out corruption and oppression, improve coordination and collaboration between progressive organizations, and demand that our representatives be both accountable to and reflective of the people they seek to serve.

With more than 1.4 million members, our proven strategy combines cutting-edge digital tools and tactics, grassroots community organizing, and powerful messaging. We also prioritize deep, equitable collaboration with partners.

Our political analysis emphasizes the fact that the conventional wisdom about modern elections is often wrong. Instead of pandering to those on the right, we must engage and excite underrepresented base voters -- particularly people of color, young adults and self-identified progressives. By expanding the base, we know that we can win elections without sacrificing our values or our vision for transforming California.

Though we do election work, we are not bound by election cycles. We are a permanent, independent, multi-issue campaign -- winning progressive change today, and building power for the future.

THE POSITION:

Are you deeply frustrated by the failure of many Democrats to demonstrate the political courage necessary to defeat the right-wing assault on our democracy?

Do you believe that political organizing must center people of color, young adults and self-identified progressives, and cease pandering to white "swing" voters?



Are you a great writer and storyteller with significant communications experience who cares deeply about social justice and has both the skills and the drive to advance powerful narratives that will move the needle on political conversations across California?

If so, please read on!

Duties:

The Communications Director will lead our communications work, own our messaging at the organizational level, and bottomline our strategy to become the leading progressive voice in California politics. Courage Campaign has roughly 15 staff members, and the Communications Director will be responsible for supervising 1-2 members of the team.

Specifically the Communications Director will:

- Supervise the messaging on all of our external communications, ensuring that we are always using narrative frameworks that are effective, emotionally resonant, and grounded in both our political analysis and our values.
- Be the lead writer of our press releases, statements media advisories, and editorial content such as op-eds and LTEs
- Provide message guidance for colleagues that is based on the latest research available
- Work with and direct our public relations consultants to develop relationships with reporters and media influencers
- Supervise our social media team and lead our strategy to increase the reach and impact of our social media presence.
- Identify strategic opportunities where rapid response media work will help elevate our work or our perspective (or those of our allies) -- and then help us capitalize on them
- Lead brainstorming sessions to develop earned media tactics to support our campaigns

You could be a great fit for this job if you have:

- Extensive experience* (ideally more than five years) working in journalism or a communications capacity for advocacy organizations, unions and/or electoral campaigns
- Excellent all-around communication skills, including the ability to quickly draft sharp, persuasive and well-messaged copy for a variety of audiences



- A commitment to social justice, and a political and social-justice analysis that dovetails with ours
- Deep interest in (and ideally, knowledge of) California politics and media
- A strong equity lens that you bring to all aspects of the work, including your communications strategies
- Knowledge of social media best practices
- Sharp strategic instincts, analysis, and judgment
- The ability to both give and receive feedback well, and the ability to work cooperatively with co-workers, allied organizations and the public
- Experience managing complex projects from start to finish, both independently and as part of a team
- The ability to work well with people from diverse cultures and backgrounds, and a sensitivity to and appreciation for cultural differences

**Work, volunteer, academic, and life experience are all acceptable*

Although not a requirement, it's a big plus if you have:

- A track-record of challenging powerful Democratic office-holders in principled ways
- A background that includes active involvement in progressive social movements, particularly those that work to support racial justice, economic justice, gender equity, and/or immigrant rights
- Significant experience working in a multicultural setting
- Experience growing and engaging large audiences on social media and/or experience managing high-profile or influential social media accounts
- A track-record of successful media work (getting stories placed, editorial content published, statements quoted, etc.) in important outlets.
- Existing relationships with reporters who cover relevant beats
- Experience working remotely or working as part of a team with remote member

LOCATION: California or willing to relocate to California. Courage is a "virtual office," so most employees work from home. Access to a shared co-working space can be negotiated on a case-by-case basis.

START DATE: ASAP (Likely no earlier than mid-October 2019)



PAYMENT AND SCHEDULE: Pay for the Communications Director will be between \$72,000-\$88,000. This is a full-time, exempt position. Courage's primary office hours are Monday through Friday, 9am-6pm PT. Hours are ideally worked within that time frame, but the schedule is flexible and changes can often be accommodated.

BENEFITS:

- 100% employer-paid health insurance for you and one dependent
- Two weeks of vacation per year. Additionally, we observe the week between Christmas and New Year's Day as a holiday.
- One floating holiday
- Phone reimbursement of up to \$100/month (\$1200/year)
- Home internet reimbursement of up to \$75/month (\$900/year)
- Home office allowance of up to \$200/year
- Flexible savings account for health care and dependent care, with \$500 employer contribution
- Access to 401K

HOW TO APPLY:

Please submit your application ASAP to jobs@couragecampaign.org. Please put "Communications Director" in the subject line and attach: 1) your resumé, and 2) responses to the application questions below. Please use the following format to name the file(s) you attach: "First_Last_Resume" and "First_Last_Questions". **No cover letters, please.**

APPLICATION DEADLINE: Applications will be reviewed on a rolling basis, with priority given to those submitted by Wednesday, September 18, 2019.

APPLICATION QUESTIONS:

1. Why are you applying for this job? (Suggested word limit: 200)
2. List which of the bullet points under "Although not a requirement, it's a big plus if you have" (above) you believe you bring to the table, with a few words of explanation if that's useful.



3. We're looking for applicants that are connected to the many diverse communities of California -- including communities of color, immigrant and migrant communities, and queer and trans communities to name a few. What are the networks and communities that you are a part of? (Suggested word limit: 150)
4. In what ways has your experience with social media impacted your communications strategy? (Suggest word limit: 150)
5. If you have a publicly active Twitter or Instagram handle, please share it.
6. We want to learn how applicants find out about our job openings. How did you learn about it? One word answers are fine. (i.e. Idealist, a specific person)

Courage Campaign is committed to the principles of social justice, and we actively try to bring an intersectional anti-oppression analysis to our work (including a focus on our interactions with one another). Our internal equity work includes regular, professionally facilitated identity caucuses and an ongoing equity program with explicit equity goals.

Additionally, given the diversity of California and the communities we work with, we recognize that we do our work best when we have a team that draws on the strengths of people with a variety of identities, backgrounds, and perspectives. We encourage women, people of color, and members of the LGBTQ+ community to apply.

Courage Campaign is committed to providing equal employment opportunity for all employees and all applicants for employment. All employment decisions at Courage Campaign are made without regard to race, national origin, religion, sex, age, disability, citizenship status, marital status, sexual orientation, gender, gender identity, AIDS/HIV status, genetic testing info, pregnancy, childbirth, medical condition, political activities, or affiliations.