

THE NATIONAL CONFERENCE FOR COMMUNITY AND JUSTICE

DIRECTOR OF COMMUNICATIONS AND COMMUNITY OUTREACH

POSITION OVERVIEW

A newly created position, NCCJ's Director of Communications and Community Outreach is responsible for increasing awareness of and exposure to NCCJ brand and mission as a means for generating increased revenues, more requests for services and greater participation in activities. Working in close collaboration with the Executive Director and the Marketing Committee, this position is instrumental in determining NCCJ communications and outreach strategies and goals.

NCCJ focuses its work on youth, both in and out of schools. Other areas of activity include diversity in colleges, the workplace and the community, and interfaith relations.

The Director of Communications and Community Outreach reports to and advises the Executive Director.

RESPONSIBILITIES

Responsibilities include, but are not limited to:

- Create communications and outreach strategies; translate strategies into annual work plans; and successfully implement operational goals and objectives as delineated in the annual work plans
- Create, implement and oversee budgets and timelines for communications and outreach activities
- Responsible for the creation, design and production of NCCJ promotional materials, including but not restricted to Annual Reports, appeal letters, solicitation packages, pitches, briefing memos, brochures, newsletters, and support materials (i.e. invitations, program booklets, signage and promotional materials) for special events and members and donors events etc.
- Plan and implement special events that promote NCCJ and support fundraising objectives, including: Citation Dinner, membership programs, public forums, etc.
- Management of NCCJ web site, including the coordination of content and design
- Responsible for press releases, assertively pitch stories to generate coverage, produce and update media kits, maintain press clipping files and media hit database, and support volunteers and Executive Director in interactions with press
- Maintain and expand press list and foster good relationships with media journalists from print, radio, TV, and the Internet to maximize coverage of NCCJ
- Hire and supervise communications interns and recruit and supervise volunteers to help with special events and speaking engagements

- Maintain and deepen relationships with current NCCJ constituents and identify and help cultivate new donors, supporters, partners and program participants
- Participate in meetings and activities of community groups as needed
- Coordinate logistics and ensure NCCJ presence at conferences, job and volunteer fairs, special events and meetings of civic, religious and community groups
- Facilitate NCCJ participation in community-wide efforts such as Human Race, Bicentennial Celebration, Interfaith Celebrations, Ethnic Festivals, etc.
- Coordinate with NCCJ staff to enhance the visibility of NCCJ and build audience
- Staff the Marketing Committee and attend the Development Committee
- Attend NCCJ programs, meetings and activities as needed
- Keep the Executive Director apprised of any promotional or fundraising opportunities relevant to the functioning of the organization
- Perform any other agency-related duties or special projects as directed by Executive Director

QUALIFICATIONS

- Minimum 3- 5 years experience in communications or community outreach, with increasing responsibility and proven success increasing organizational visibility, staging events, and building relationships
- Excellent written, oral, and interpersonal communication skills with the ability to articulate NCCJ's mission and programs to a diverse group of constituents
- Must be a creative, innovative individual with excellent promotional skills and a strong work ethic
- Energetic self-starter with strong organizational skills; the ability to prioritize tasks, meet deadlines, and manage multiple projects simultaneously, with attention to detail and quality
- Strong computer skills including proficiency with MS Office and Internet; and familiarity with HTML, Web content management systems, graphic and design programs, and database management software
- A personal affinity to NCCJ's mission and values
- Team-player who works with minimal supervision and exercises sound independent judgment
- Relevant Bachelor's degree required

Salary: Commensurate with experience. Competitive benefits package provided. Evening and weekend work required. Full or part-time position will be considered.

To Apply: Please submit your resume, salary requirements, and two writing samples that together demonstrate your abilities in the field of communications to:

sfeit@nccjtriad.org

Or by surface mail to: Alison Jones
NCCJ of the Piedmont Triad, Inc.
713 N. Greene Street
Greensboro, NC 27401