Organizational Overview:
The National Institute for Criminal Justice Reform (NICJR) works to reduce incarceration and violence, improve the outcomes of system-involved youth and adults, and increase the capacity and expertise of the organizations that serve these individuals. NICJR provides technical assistance, consulting, research, organizational development, and advocacy in the fields of juvenile and criminal justice, youth development, and violence prevention. NICJR works with an array of organizations, including government agencies, nonprofit organizations, and philanthropic foundations. Learn more at https://nicjr.org/.

Position Summary:
The Communications Specialist and Public Relations Specialist will collaborate with the Director of Operations, Content Development Specialist, and Operations and Communications Coordinator to develop an organization-wide communications strategy that clearly portrays the multifaceted nature of NICJR’s work and meets the needs of a fast-growing nonprofit organization. The Communications Specialist will specifically manage NICJR’s public relations (PR) strategy.

General Responsibilities:
- Collaborate on the development of an organization-wide communications strategy that clearly portrays NICJR’s work, mission, and growth.
- Collaborate on the development of marketing copy.
- Develop standard operating procedures for PR, communications, and marketing.
- Develop website content and help manage the organization’s website.
- Manage the organization’s social media and help grow the social media presence.
- Develop and deliver a training curriculum on communications / public relations best practices.
- Develop media toolkits that highlight key talking points (by jurisdiction and topic).
- Manage media inquiries and provide public relations recommendations to the Executive Director and the Director of Operations and Development.
- Analyze data metrics (media and social media) and draft recommendations to expand NICJR’s digital reach.
- Collaborate with clients across the country on local PR strategies.
Required Qualifications and Skills:

- Bachelor’s degree in communications, public relations, or a related field.
- At least 5 years of communications/public relations experience, preferably in the nonprofit sector.
- Experience crafting compelling messages to a variety of audiences.
- Experience leading national communications/media strategy.
- Experience developing training materials and facilitating trainings and/or coaching.
- Experience communicating and collaborating with funders and clients.
- Excellent organizational skills and attention to detail.
- Effective time management and ability to produce quality work under tight deadlines.
- Ability to work effectively with diverse personalities.
- Proficiency using Microsoft Office and Google Suite.

Time and Compensation:

This is a full-time, remote position. Attendance at quarterly, in-person team meetings, which may take place outside of the Bay Area, is required. A competitive compensation and benefits package will be provided to the selected candidate. The salary range for this position is $90,000 - $110,000.

To Apply:

Please send a cover letter and resume to info@nicjr.org and include “Communications and PR Specialist” in the subject line. Individuals who have been directly impacted by the criminal and juvenile justice systems are encouraged to apply.