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/](https://nicjr.org/).

Position Summary:
The Communications Specialist and Public Relations Specialist will collaborate with the Director of Development and 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 and PR Specialist will specifically manage NICJR's public relations (PR) and social media strategies. NICJR is prioritizing candidates with backgrounds most representative of communities impacted by violence and system inequities.

General Responsibilities:
- Oversee the development of an organization-wide communications strategy that clearly portrays NICJR’s work, mission, and growth.
- Oversee the organization's social media and PR strategy.
- Collaborate on the development of marketing copy.
- Represent NICJR at press conferences, community meetings, and other public venues.
- Manage media inquiries and provide public relations recommendations to NICJR’s Leadership Team.
- Develop standard operating procedures for PR, communications, and marketing.
- Develop and deliver a training curriculum on communications / public relations best practices.
- Develop media toolkits that highlight key talking points (by jurisdiction and topic).
- Collaborate with clients across the country on local communications and PR strategies.

Required Qualifications and Skills:
- Bachelor’s degree in communications, public relations, criminal justice, or a related field.
- At least 7 years of communications/public relations experience in the non-profit or government sectors, preferably focused on justice reform, gun violence reduction, or community violence intervention (CVI).
- Demonstrated understanding of community violence intervention (CVI), youth diversion and development, gun violence reduction strategies, and national trends in justice reform.
Experience leading national communications/media strategy and narrative change efforts.
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.
Comfortable working remotely and traveling as needed.
Adept in technology/software: Microsoft Office, Google Suite, social media platforms and management tools, etc.

Time and Compensation:
This is a full-time, remote position with required position-specific travel. In addition, 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. For this position, NICJR is prioritizing candidates who are representative of the communities we serve. If applicable, we encourage you to share relevant information in your cover letter.