



## Director of Communications

The American Civil Liberties Union of Hawai'i ("ACLU-HI") works to dismantle systemic injustice and protect the civil liberties of all through legal, political, and education efforts. We are hiring for a creative, collaborative, accomplished, and strategic leader to serve as Communications Director.

### **Position Overview**

Title:	Communications Director
Location:	Honolulu, Hawai'i
Deadline to Apply:	January 31, 2025; applications accepted until the role is filled
Supervision:	Reports to the Executive Director
Classification:	Full-time, Exempt
Salary:	\$105,000 USD

### **Essential Job Functions**

#### ***- Leadership***

- Engage in communications planning and strategy with the Senior Leadership Team
- Develop, review, update, and assess the impact of ACLU-HI's communications plan
- Manage and mentor communications team members; quality-control their work
- Build public speaking points for Executive, Legal, Policy, and Development Directors
- Efficiently coordinate timing of communications initiatives across departments
- Ensure all ACLU-HI content is of excellent quality, on-brand, and consistent in style
- Help draft affiliate-wide policies and practices that leverage our integrated advocacy model
- Issue timely reports to the Board of Directors, staff, funders, and other stakeholders
- Manage and respond to inquiries from ACLU-HI public-facing email account and office line
- Fulfill other duties as assigned by the Executive Director within a reasonable timeframe

#### ***- Press Relations***

- Actively maintain, periodically cleanse, and grow the ACLU-HI media contact list
- Oversee media relations activities by coordinating responses to media inquiries, drafting press releases for all departments, pitching stories, and coordinating press conferences
- Lead content creation to advance political, advocacy, litigation, and development goals
- Strategically raise the visibility of the ACLU-HI through national and local media outlets
- Respond to public relations crises that may negatively impact the ACLU-HI image
- Train staff on delivering messages; adequately prepare them before speaking to the press

#### ***- Digital Media***

- Willingly learn to efficiently use ACLU-HI social media, digital mailing, and website tools
- Develop and drive an online strategy to exponentially enhance our social media presence
- Use digital assets to influence conversation on ACLU-HI issues to achieve ACLU-HI goals
- Critically edit, fine-tune, and keep up to date all ACLU-HI social media and website content
- Convert Senior Leadership content into digital pamphlets, graphics, and presentations

### **Other Job Functions**

- Set and manage short and long-term goals for achieving communications milestones
- Volunteer as a thought-partner with colleagues within the ACLU National network
- Participate in partnership and coalition-building events on behalf of ACLU-HI
- Serve as a spokesperson for the ACLU-HI at public functions and speaking engagements
- Enhance the social media presence of the ACLU-HI Executive Director & Board Members
- Identify opportunities and partnerships internally and externally to advance our goals
- Mobilize supporters to act and join ACLU-HI as cardholding members and volunteers
- Share with the Development Director avenues to increase visibility of philanthropic efforts
- Strengthen the ACLU-HI brand and deepen public understanding of our mission and work
- Think creatively, ambitiously, and openly about how our organization can better integrate equity, diversity, inclusion, and belonging into our day-to-day communications operations
- Help set and achieve EDIB goals and ensure EDIB is centered in our communications

### **Required Qualifications**

- The following are required qualifications:

- Exceptional written and spoken communication skills, as well as proofreading skills
- Minimum of 8 years of work experience to demonstrate Director-level professionalism
- Minimum of 5 years of experience in the communications field with strong skills in developing and implementing strategic and advocacy-based communications
- Demonstrated ability to craft messages and produce clear, concise, and compelling communications materials that tackle complex issues for a wide variety of audiences
- Prior management experience with demonstrated ability to establish priorities and allocate staff time and resources effectively and work across departments to support other teams
- Strong interpersonal skills and a management approach that is positive and collaborative, driven by values, accountability, teamwork, and creativity; ability to manage stress
- Ability to anticipate needs and plan accordingly, problem-solve, coordinate complex activities, communicate concisely, prioritize multiple demands, and meet deadlines
- Demonstrated ability to work collaboratively as part of a team and to work independently with the self-motivation to produce timely and excellent work, with no clerical errors
- Willingness to constantly learn and adapt to using new technologies and digital tools
- Commitment to equity and inclusion and working with people of diverse backgrounds

### **Additional Qualifications**

- Additional preferred qualifications and attributes include:

- Working knowledge of Hawaii's political, social, and cultural landscapes
- Demonstrated commitment to civil rights, civil liberties, and the ACLU-HI mission
- Familiarity with media outreach and the news industry overall, preferably in Hawai'i
- Demonstrated commitment to working with diverse communities and coalitions
- Experience with using and managing websites, social media, and emerging media platforms; understanding communications technology trends and data analyses
- Experience in marketing, and/or experience in public relations crisis management
- Experience managing and executing work across several communications channels
- Awareness of one's cultural identity; ability to accept people with varying cultural norms
- Understanding of racial justice and the need to confront institutional racism and inequity

## **Working Conditions**

- Exempt employees should generally be available Monday-Friday, 8:30 a.m. to 5:30 p.m, with a minimum of three days a week in-office and the option to work two days per week remotely.
- The following physical demands and work environment conditions represent those required and encountered by an employee to perform essential job functions. Reasonable accommodations may be made to enable individuals with disabilities to perform these functions:
  - o Input information into a computer for long periods of time
  - o Periodically work extended hours, including on evenings, weekends, and holidays
  - o Travel across the state of Hawai‘i as needed

## **Benefits**

- **Time-Off:**
  - o Staff receive 14 days off for holidays, 5 floating holidays per calendar year, 18 paid-time-off days their first year; 24 days their second and third year; and 30 days in their fourth year and beyond. After year four, employees qualify for paid sabbatical leave.
- **Insurance**
  - o 100% paid employer-provided health insurance (medical, dental, and vision); life insurance; long-term disability; and defined contribution plan with employer match.
- **Family & Medical Leave**
  - o 16-weeks of paid time-off per eligibility year to care for a newborn child, adopted child, or parent with medical needs, as defined by the relevant policy.
- **Professional Development**
  - o Budget permitting, the Director will receive two paid opportunities to travel outside of Hawai‘i for approved professional development convenings, twice per fiscal year.

## **How to Apply**

- Email these materials to [jill@alakaisearch.com](mailto:jill@alakaisearch.com). Include “Communications Director Application” in the subject line and how you heard about the position in the email’s body.
  1. Cover Letter (maximum: 2 pages)
    - a. How are you qualified for this position?
    - b. Why are you interested in working at the ACLU of Hawai‘i?
    - c. How have you demonstrated a commitment to EDIB?
  2. Resume or CV (maximum: 5 pages, inclusive of a publication list)
  3. Three References (at least two must be supervisors)
    - a. For each, include: name, job title, direct phone number, and email address
  4. Sample Portfolio (maximum: 3 pieces of communications work product)
    - a. Include a sample press release (maximum: 2 pages) and a work with graphics

ACLU-HI undertakes inclusive strategies in its recruitment efforts to assure persons with disabilities have full opportunities for employment. We encourage applicants with disabilities who may need accommodations in the application process to contact [hr@acluhawaii.org](mailto:hr@acluhawaii.org).

*The ACLU of Hawai‘i is an equal opportunity employer. We value a diverse workforce and an inclusive culture. It is our policy to employ qualified people without regard to: ethnicity; race; color; religion; sex; national origin; age; ancestry; disability; sexual orientation; veteran’s status; marital status; civil union status; arrest or court record; citizenship; credit history; genetic information; gender identity or expression; status as a victim of domestic violence, sexual violence, or stalking; or any other characteristic protected under federal or state law.*