

Communications Officer

The Pennsylvania Legal Aid Network, Inc. (PLAN) is accepting applications for a full-time communications officer to lead the communications activities of the organization and its advocacy efforts, including building a strong statewide identity for civil legal aid and the PLAN network of civil legal aid programs. The communications officer also supports the communications professionals in PLAN grantee organizations and facilitates coordinating activities. The communications officer reports to the executive director and works in close coordination with PLAN's training and information facilitator. This is a new position within PLAN.

Principal Responsibilities

- Work with the PLAN executive director, PLAN training and information facilitator, civil legal aid program leadership, and staff to develop strategy, content, and campaigns that promote civil legal aid and the work of PLAN grantees to external and internal audiences; ensure proper dissemination of organizational messaging through all channels; manage all projects to conform to editorial and graphic standards.
- Work closely with PLAN leadership, legal aid program leadership and staff, external partners, and communications consultants to lead a multi-channel branding and messaging campaign for civil legal aid in Pennsylvania, to include development of key messages.
- Support efforts to increase communications and media outreach capacity within legal services on a statewide basis, in coordination with Voices for Civil Justice and state-level partners, including legal aid programs.
- Produce tribute videos for annual PLAN Excellence Awards including writing scripts, identifying visual assets, and coordinating video production.
- Facilitate revision and implementation of updated statewide communications plan/strategy in coordination with PLAN-funded civil legal aid programs.
- Create internal and external electronic and print marketing communications materials for PLAN including e-newsletter content, annual report, fact sheets, action alerts, event materials, and more. Duties include developing layout and design, writing and editing, and preparing materials for production.

- Produce multimedia (print, audio, and video) stories on legal aid clients.
- In coordination with PLAN training and information facilitator, develop content for PLAN websites.
- In coordination with PLAN training and information facilitator, develop social media strategy including the launch of a presence on Instagram. Assist in the management of the social media presences of PLAN; regularly update all social media channels, including Facebook, LinkedIn, Twitter, YouTube, and Instagram.
- Implement PLAN's media relations strategy by assisting with basic media relations activities such as press releases, responding to media inquiries, and serving as a spokesperson when required.
- Respond to communications-related needs of other PLAN staff, and work with colleagues to draft and disseminate information about organizational projects related to legislative advocacy; data and monitoring; technology; and diversity, equity, and inclusion.
- Advance communications efforts of legal aid programs by creating messaging guidance and other communications, media tools, and training for PLAN's civil legal aid advocates.
- Author and/or coordinate authorship of op-ed pieces promoting civil legal aid including legislative initiatives.
- Provide support, as requested, to PLAN-funded legal aid programs for their communications and fundraising activities including website development, social media outreach, and creation of materials including press releases, fliers, annual reports, and invitations.
- Support PLAN's legislative campaign(s) including drafting and/or editing correspondence, organizing mailings, distributing materials, and participating in meetings.
- In consultation with the controller, manage the communications budget, ensuring that projects are completed on time and on budget.
- Assist in planning, promoting, and implementing organizational events, including but not limited to the PLAN Excellence Awards, annual meeting, and statewide training conference.
- Maintain and update contact databases using Salesforce and Vertical Response and other online communications tools.
- Track media coverage of PLAN and PLAN-funded legal aid programs, and issues related to legal aid.
- Coordinate meetings of PLAN program legal aid communications staff, facilitate communications listserv discussions, and develop trainings to strengthen legal aid advocates' media and other communications.

Qualifications

The ideal candidate will have a bachelor's degree in a relevant discipline, preferably in public relations, marketing, journalism, or communications, with three to five years of experience in communications, marketing, political, and/or grassroots campaign experience preferred.

Additional Skills and Experience:

- A demonstrated commitment to achieving economic justice for low-income households and the ability to develop, lead, and collaborate on projects that seek to advance access to justice for lower income persons, victims of domestic violence, and other marginalized communities.
- Interest in the non-profit sector and issues that affect low-income people, and demonstrated commitment to diversity, equity, and inclusion in the workplace.
- Excellent written and oral communications skills.
- Excellent organizational skills, ability to multi-task and manage multiple projects/deadlines.
- Page layout and design skills; familiarity with relevant software and desktop publishing applications.
- Proficiency with Microsoft Office products, especially Word, Excel, and PowerPoint.
- Experience using online communication platforms (e.g. Constant Contact, Vertical Response) and familiarity with website content management systems.
- Familiarity with data collection and analysis; excellent information management skills; experience in developing communications/media relations measurement plans and use of website analytics a plus.
- Experience working with media such as print, radio, TV, and web-based communications outlets.
- Ability to work both independently and in a team environment; excellent interpersonal skills and ability to build relationships with diverse organizations and constituencies.

Location: This position is in PLAN's Harrisburg, PA office. Remote work will be considered for experienced, qualified candidates. Some travel may be required.

Compensation

Salary depends on experience. Target range for someone with 3-5 years' experience is \$50,000 – \$60,000. Excellent benefits package provided including health insurance, dental, vision, 403(b), and generous leave time.

To apply, please send a letter of interest and resume by email to:

Patrick Cicero, Esquire
Executive Director
Pennsylvania Legal Aid Network, Inc.
118 Locust Street
Harrisburg, PA 17101
pcicero@palegalaid.net

Applications will be accepted until the position is filled.

PLAN is an Equal Opportunity Employer and values a diverse and inclusive work experience. People of color, persons who are bi-cultural or bi-lingual, women, persons with disabilities, and persons who identify as LGBTQ are encouraged to apply.