

**Association for Children of New Jersey
Job Announcement**

Communications Director

The Association for Children of New Jersey (ACNJ), the state's leading statewide child advocacy organization, is seeking a Communications Director, responsible to develop and implement ACNJ's overall communications strategy to advance ACNJ's policy agenda and promote ACNJ as an effective leader in child advocacy. The Communications Director reports directly to the Executive Director. The ideal candidate must have outstanding written and verbal skills, experience in strategic communications, knowledge of child and family policy issues and the ability to work well with ACNJ's policy, outreach and development staff. A writing sample is required to be considered for this position.

Responsibilities:

- Develop and implement ACNJ's overall strategic communications plan, in collaboration with the Executive Director and staff. Responsible for ensuring the integration and consistency of all agency communications, including policy, outreach, development and public relations.
- Manage ACNJ's media relations. Develop and maintain good relationships with reporters, print and electronic media. Prepare press releases and advisories. Organize press conferences and events.
- Manage ACNJ's electronic communications, including responsibility for website content and organization. Work with ACNJ website manager to update and maintain the website as ACNJ's key communications tool.
- Develop a social media presence for ACNJ and manage ACNJ's communications with its e-advocacy base.
- Work with ACNJ policy staff in the development and dissemination of reports, policy briefs, action alerts and other communications.
- Work with ACNJ development staff to produce ACNJ publications, including the e-newsletter, annual report, brochure, annual campaign and member message
- Review all ACNJ publications to ensure consistency of message and uniformity with ACNJ's strategic communications approach. Edit reports, policy briefs and other written work product as needed.
- Develop and implement a communications strategy for special advocacy campaigns, as needed.

Qualifications:

- High-level experience in strategic communications and community relations, with a proven track record of working with all type of media.
- Demonstrated ability to design and implement an organized communications strategy to advance ACNJ's policy agenda and public relations.
- Outstanding writing skills, specifically the ability to be clear, concise and strategic in written reports and other work products to inform and engage a variety of audiences.

- Highly organized and able to meet deadlines without fail.
- Creative, innovative, high-energy. Able to work independently and demonstrate initiative in designing and implementing projects.
- Good research skills and strong analytical ability.
- Able to articulate ACNJ's mission and goals effectively.
- Team player, able to work with ACNJ policy, outreach and development staff to design and implement ACNJ's strategic communications.
- Passion for child advocacy and experience in child and family policy a plus.
- Minimum B.A. degree, M.A. preferred, in communications, journalism, public relations or other related field.

This is an exciting position for a creative individual with exemplary writing and organizational skills and a passion for advocacy for children. It offers the opportunity to work as part of a highly effective team to bring about positive change for children. ACNJ offers a competitive salary and excellent benefits. The position is full-time, but ACNJ will consider part-time flexibility for the right candidate.

E-mail cover letter, resume and a short writing sample to Cecilia Zalkind, Executive Director, at czalkind@acnj.org.