



# Communications Strategist Job Description

## SUMMARY

The American Civil Liberties Union of Tennessee (ACLU-TN) is seeking a creative self-starter to join our team as the communications strategist. The communications strategist reports to the director of strategic communications and in collaboration with ACLU-TN's policy, community engagement, legal and philanthropy departments will play a key role in the implementation of communications strategies that 1) further ACLU-TN's programmatic vision and goals 2) engage and mobilize supporters to take action 3) build brand awareness, and 4) facilitate public education initiatives.

The ideal candidate has a genuine passion for utilizing a variety of communications tactics and thrives on using their skillset to craft communications strategies that effectively advance and protect civil rights and civil liberties.

The communications strategist role is based in Nashville, TN, a rapidly growing city with a rich history in social justice and fantastic music, arts, culture, and food scene. The staff works in a hybrid environment, and candidates from outside Tennessee will be considered for this position. However, it is essential to note that relocation to the state and working out of the Nashville office are critical parts of the role.

## RESPONSIBILITIES

### Social Media and Graphic Design

- Manage and implement a social content calendar.
- Create, design, write, and edit digital content such as graphics and videos for social media platforms, in keeping with ACLU-TN's mission, messaging, tone and branding guidelines.
- Design and layout print materials, including newsletters and annual reports.
- Design and create compelling digital graphics and infographics to use in print and across various digital platforms to support public education efforts, increase and cultivate engagement, and strengthen the ACLU-TN brand.

### Messaging and Content Creation

- Draft and edit talking points, press releases, media advisories, op-eds, social media content, email action alerts, newsletters, annual reports, and other written materials as assigned.
- Assist in ensuring all content adheres to brand guidelines and resonates with the target audience.
- Contribute to the development of content style guides, messaging frameworks, and other tools to maintain consistency across communication channels.

## Media Relations

- Manage communications inbox and share “on-call” duties to respond to inquiries during non-business hours.
- Coordinate and track media interviews and speaking engagements for appropriate spokespeople.
- Support the preparation of spokespeople for interviews, events, press conferences, or other speaking engagements.
- Manage media monitoring strategies and provide regular updates and reports on media coverage to track and analyze media coverage.

## Public Education and Event Coordination

- Support planning and coordination for various public education webinars and events.
- Manage ACLU-TN swag inventory and coordinate their distribution.
- Assist with preparing for ACLU-TN and partner events.

## Additional Duties

- Collaborate with the director of strategic communications to craft and execute communications campaigns that further the ACLU of Tennessee’s vision and goals, grow and nurture our base, engage and mobilize supporters to move through our ladder of engagement, and build brand awareness.
- May supervise interns, vendors and consultants as needed.
- Be responsible for digital asset management of the organization, including the development of graphics, and management of stock imagery/footage.
- Help collect, analyze and report on analytics to inform communications strategy, understand our audiences, and optimize engagement efforts on social media, website, and email.
- Other tasks, including administrative duties, may be assigned as needed by the director of strategic communications.

## QUALIFICATIONS

The successful candidate will possess many of the following qualifications and attributes. If you are excited about the position but unsure that you are qualified, we encourage you to apply.

- Demonstrated support of ACLU's mission and values.
- Excellent verbal, writing and interpersonal communications skills.
- Ability to write and deliver work products under deadlines, with a commitment to high quality standards.
- Exceptional writing skills.
- Strong graphic design skills (digital and print) and experience working with Adobe Creative Suite and/or Canva.
- Detail-oriented with ability to plan, organize, prioritize, track progress, and meet goals.
- Experience working with social media such as Facebook, X (formerly known as Twitter), and Instagram.

- Creative, problem solver who can work simultaneously on multiple projects and thrives in a fast-paced environment.
- A positive professional attitude with sound judgment, flexibility, determination, and a good sense of humor.
- Comfortable in a fast-paced, sometimes high pressure virtual and physical office.
- Open-minded and the ability to work with diverse individuals in a welcoming, culturally competent manner.
- Committed to promoting diversity, equity, inclusion, and belonging.
- Ability to work beyond 9 to 5 when necessary, with occasional weekends.
- Photography and/or videography; knowledge of Associate Press style are pluses.

## COMPENSATION

The communications strategist will receive a starting salary of \$60,000. New team members also receive excellent benefits, including a \$5k wellness adjustment, 100% employer premium-paid medical, dental, vision, life, and long-term disability insurance; a 401(k) Plan including up to 5.5% employer contribution; and paid sick, vacation, and holiday leave. ACLU-TN reserves the right to alter or eliminate employee benefit plans and programs. This position is full-time, salaried, and overtime-exempt under the Fair Labor Standards Act and applicable Tennessee law.

## APPLY

If you're excited about devoting your talents and skills to the ACLU of Tennessee, please submit your resume, letter of interest, and where you learned of this opportunity. All applications are processed through the [ACLU of Tennessee Career Page](#) (JazzHR); see their [privacy policy](#).

### Tentative Hiring Timeline

- Friday, May 17: Post Job Description
- Friday, June 14: Deadline to Apply
- Tuesday, June 18: Phone Screens Invitations
- Monday July 10: Interviews Start
- Mid-August: Approximate Start Date

Phone calls will not be accepted. Priority will be given to completed applications received by the June 14 deadline.

## ABOUT

The ACLU of Tennessee uses integrated advocacy – including litigation, legislative lobbying, strategic communications and narrative change, and people-centered engagement and mobilization -- to pursue strategic campaigns that expand civil liberties and civil rights in Tennessee while building the long-term power of the ACLU and the civil liberties movement in our state.

ACLU-TN is an equal-opportunity employer. We value a diverse workforce and an inclusive culture. The ACLU of Tennessee encourages applications from all qualified individuals without regard to race, color,

religion/creed, national origin, ancestry, alienage, or citizenship status, sex, disability, age (18 and over), uniformed service member status, veteran status, personal appearance (including style of dress and personal grooming), sexual orientation, gender (including gender identity, gender expression, or status as a transgender person), marital status, membership in a domestic partnership, caregiver status, familial status or responsibilities (including being the subject of proceedings for child support payments), matriculation (e.g., being enrolled in a college or university or in a business, nursing, professional, secretarial, technical or vocational school), political affiliation, genetic information (including family medical history), lawful use of tobacco products, unemployment status, and status as a victim or survivor or the family member of a victim of domestic violence, sexual violence or stalking, and any other protected characteristic under applicable federal, state and local laws.

ACLU-TN strives to ensure that its recruitment and employment practices are fair and equitable for all individuals, including those with disabilities. We are committed to providing reasonable accommodation for applicants with disabilities, ensuring accessibility for everyone. If you need accommodations during the application or interview process, please do not hesitate to contact us at [jobs@aclu-tn.org](mailto:jobs@aclu-tn.org).