



Director of Strategic Communications  
American Civil Liberties Union of Tennessee

## THE OPPORTUNITY

The American Civil Liberties Union of Tennessee (ACLU-TN) seeks a creative and dynamic team player with communications experience to become ACLU-TN's director of strategic communications. The director of strategic communications is responsible for planning, supervising and executing ACLU-TN's communications strategies. The director of strategic communications leverages communications tools to advocate for ACLU-TN's civil rights and civil liberties priorities in Tennessee. They are a member of ACLU-TN's programmatic leadership team and report to the deputy director of integrated advocacy. The director of strategic communications also collaborates closely with the legal director, policy director, and community engagement director and manages the communications team.

## RESPONSIBILITIES

- **Strategic Planning and Response.** Build and direct well-designed, measurable strategic communications programs and campaigns to promote civil liberties and civil rights throughout Tennessee, shift the public narrative in support of ACLU priorities, elevate ACLU-TN's visibility, and engage strategic audiences in our work.
- **Media.** Develop and implement media strategies to advance organizational priorities and campaigns, including engaging with the media; strategically identifying, cultivating and supporting spokespeople; and executing rapid responses as needed.
- **Message Development and Branding.** Conduct messaging research, develop messaging, and share talking points with spokespeople; ensure brand consistency, messaging fidelity and quality control in public-facing organizational communications; and monitor and protect the affiliate's brand and reputation.
- **Content Creation and Editing.** Develop and oversee production and distribution of ACLU-TN publications across all platforms, including, writing, editing, proofreading, and overseeing staff and vendors supporting this work. Publications include, but are not limited to, annual reports, newsletters, reports, "know your rights" documents, web content, legislative actions, emails, social media posts, presentations, graphics, videos, advertisements, swag and more.
- **Advertising and Events.** Manage ACLU-TN's presence at and/or sponsorship of events related to brand awareness and communications campaigns; oversee marketing, technical assistance, materials, presentations, and registration for events, in collaboration with other departments; and execute all advertising strategies for the affiliate.
- **Integrated Advocacy and Collaboration.** Oversee multi-media public education campaigns in support of ACLU-TN's strategic priorities, including both communications-specific campaigns and integrated cross-departmental collaborations; work with internal and external partners to maintain consistent framing of current issues and align on tactics; and coordinate communications efforts of multi-organizational coalitions and alliances.

- **Management, Supervision and Administration.** Supervise the communications team staff, departmental interns and volunteers; manage the departmental budget; analyze and report on departmental performance; manage vendor and contractor relationships; and ensure the organization is in compliance with privacy, electoral, email, licensing and copyright laws and regulations, as well as ACLU policies.
- Other related duties as assigned by the deputy director of integrated advocacy.

## QUALIFICATIONS

The communications director must have strong leadership skills and demonstrate a commitment to civil rights and civil liberties consistent with the mission and goals of the ACLU, with the following qualifications:

- Bachelor's degree required
- At least five years of experience in nonprofit or community-based organizing communications, advocacy communications, political campaign communications, public relations, or equivalent; previous experience managing a communications program highly preferred
- Demonstrated ability to motivate and interact with staff and stakeholders from a diverse range of backgrounds to achieve common goals; at least two years of experience supervising staff highly preferred
- Exceptional analytical, research, writing and oral advocacy skills, as well as the ability to articulate complex issues and to communicate them tactfully and effectively to a variety of audiences
- Exceptional initiative, vision and ambition to build the communications arm of a strategic, integrated advocacy program through a broad range of short- and long-term tactics
- Demonstrated commitment to equity, diversity, inclusion and belonging, including a personal approach that values and respects differences of race, ethnicity, age, gender identity, sexual orientation, religion, ability and socioeconomic circumstances
- Keen attention to detail; ability to work simultaneously on multiple projects at various stages of completion; good problem-solving skills; and a positive, solutions-oriented professional attitude with sound judgment, flexibility, determination, and good humor
- Ambitious, creative, and results-oriented with initiative and a desire to learn, pitch in, and anticipate new projects; ability to collaborate, including working closely with the deputy director and colleagues at ACLU-TN and the national ACLU
- Passion for and commitment to civil liberties, civil rights and racial justice, and a familiarity with the work and mission of the ACLU
- An absolute commitment to the highest ethical and professional standards
- Willingness to occasionally work beyond 9 to 5, as needed
- Mastery of Associated Press style is preferred but not required
- Graphic design experience is a plus

## HYBRID OFFICE POLICY

ACLU-TN is an exciting, fast-paced place to work. The ACLU-TN office is located in Nashville, a rapidly growing city with a rich history in social justice and a fantastic music, arts, culture and food scene. Applicants are required to live in Tennessee or be willing to relocate to Tennessee if hired. Current staff work in a hybrid (in-person and work-from-home) environment and all applicants

must be willing to adhere to the organization's hybrid office policy. The ability to work in person in the Nashville office for at least part of the month is required.

## **COMPENSATION**

The starting salary for this position will be no less than \$85,000. New team members also receive excellent benefits, including 100% employer-paid premium 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, professional writing sample, and three professional references, including at least one prior supervisor. References will not be checked until candidates are finalists. All applications are processed through the [ACLU of Tennessee Career Page](#) (JazzHR); see their [privacy policy](#).

### Tentative Hiring Timeline

- Monday, March 31: Date job posted
- Monday, April 28: Priority deadline
- Monday, May 5: Phone screen invitations go out
- Friday, May 30: Round 1 interview invitations go out
- Friday, June 20: Round 2 interview invitations go out
- August/September 2025: Approximate start date

Phone calls will not be accepted. Priority will be given to completed applications received by the Monday, April 28 priority deadline. Applications will be accepted until the position is filled, at which time the posting will be removed from the ACLU-TN/ACLU websites.

## **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 has been a leader in moving freedom forward in Tennessee for 100 years. In 1925, when John Scopes was arrested for teaching evolution in a Dayton, TN public school classroom, ACLU cooperating attorney Clarence Darrow defended him. In the era of segregation, ACLU spoke out for racial justice and the right to assemble, including representing Dr. Martin Luther King during the sanitation workers strike in Memphis. In recent years, we have successfully pursued cutting-edge initiatives on a range of issues, including LGBTQ+ equality, freedom of speech, voting rights and democracy, immigrants' rights, criminal legal reform, and reproductive justice.

*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 accommodation during the application or interview process, please do not hesitate to contact us at [operations@aclu-tn.org](mailto:operations@aclu-tn.org).*