

## Job Opening at Transgender Law Center

### COMMUNICATIONS MANAGER OR DIRECTOR

Transgender Law Center's Communications staffer will work at the heart of a movement of transgender people and allies working together to change laws, policies and attitudes to ensure that we can all live as our authentic selves. Working closely with program, development and administrative staff, this position will be responsible for the development and implementation of Transgender Law Center's communications strategy and annual communications plan - including managing all aspects of the organization's publications, media relations, and online presence. This team member will be instrumental to Transgender Law Center's public education and media advocacy efforts. This will either be a manager-level or director-level position, depending on the skills and experience of the final candidate.

### RESPONSIBILITIES INCLUDE:

#### Communications Strategy

- Develop and implement an integrated, strategic communications plan to advance Transgender Law Center's mission – including programmatic, legal, public education, and development goals – and increase the visibility of the organization across key stakeholder audiences.
- Create marketing and public relations strategies to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including media and key influencers.

#### Media Relations

- Actively engage, cultivate, and manage press relationships to ensure coverage surrounding Transgender Law Center's programs, legal victories, special events, public announcements, and other projects.
- Exercise judgment to prioritize media opportunities; prepare talking points, speeches, presentation and other supporting material; and serve as media spokesperson as appropriate.
- Respond to media requests including television, radio stations, newspapers and blogs.
- Update and maintain media contacts database.
- Write, edit, proofread, format and distribute press materials including media advisories, new releases, and press statements from the Transgender Law Center staff and collaborative partners.
- Prepare staff, volunteers, and spokespersons as needed to field interviews with newspapers, radio, and television.

#### Public Education

- Oversee messaging research projects with collaborative organizations and consultants. Train allied organizations and spokespeople on the latest messaging findings, and implement the latest messaging into Transgender Law Center collateral.
- Oversee the development of Transgender Law Center's print communications, including the annual report, legal resources, marketing collateral, and toolkits.
- Produce and/or edit high quality content for written materials, including legal publications, resource guides, organizational newsletters, action alerts, press releases, and media statements.
- Work with allied organizations to produce manuals and resource guides collaboratively.
- Edit the writing of other Transgender Law Center staff to ensure high quality external communications and brand consistency.

### Online & Social Media

- Oversee development and maintenance of the Transgender Law Center's website to support Transgender Law Center's programmatic, advocacy and development efforts.
- Manage effective use of electronic communications such as email action alerts and newsletters, organizational blog, and website. Manage and elevate Transgender Law Center's presence on social media including Facebook and Twitter.
- Provide graphic design for the website, publications, electronic communications, and collateral.

### **REQUIRED QUALIFICATIONS:**

- Knowledge of transgender issues and/or experience working with the transgender community.
- Experience in advocacy communications, public relations, journalism, electronic communications or related jobs.
- Exceptional computer skills including experience with Microsoft Office.
- Experience with website maintenance, as well as online tools and blogs.
- Excellent writing skills, including the ability to take complex issues and communicate them to targeted audiences.
- Experience working in deadline-driven environments, and proven ability to meet deadlines.
- Demonstrated ability to work as part of a team and with people from a variety of different racial, ethnic, socioeconomic, educational, religious, sexual, gender, and generational backgrounds.
- Demonstrated commitment to social justice, anti-oppression work, and LGBTQ rights.
- Comfort working non-traditional hours as media and other needs arise.

### **PREFERRED QUALIFICATIONS:**

- Experience working in communications and/or media relations related to legal and/or policy issues.
- Graphic design skills/Adobe Suite.
- Proficiency with Wordpress websites.
- Proficiency with Constant Contact, Mail Chimp, or other e-mail newsletter programs
- Experience with Salesforce or other databases.
- Fluent in Spanish.
- Comfortable operating in a fast paced and diverse community environment.

### **SALARY AND BENEFITS**

Salary is competitive and commensurate with experience. Employer-paid benefits include medical and dental; matched retirement savings; three weeks of vacation; and sabbatical program.

### **APPLICATION**

Email your résumé with a letter of interest to: Kris Hayashi at [jobs@transgenderlawcenter.org](mailto:jobs@transgenderlawcenter.org). Please include "Communications Manager" in the subject line of your email.

All applications are reviewed and acted upon as they are received. The position will be filled as soon as the appropriate candidate is found. It is therefore recommended that you submit your materials as promptly as possible. Only those applicants selected for an interview will receive a response. No telephone calls please.

Transgender Law Center is proud to be an affirmative action employer. All interested individuals, including people of color, women, persons with disabilities, and persons who are lesbian, gay, bisexual, transgender, or intersex are particularly urged to apply. For more information about Transgender Law Center please visit our website: [www.transgenderlawcenter.org](http://www.transgenderlawcenter.org).