

Organization: SCOPE

Position: Strategic Communications Associate

SCOPE builds grassroots power to eliminate structural barriers to social and economic opportunity for low-income communities of color. As a membership-based organization, SCOPE fills a critical niche in the movement for social change—organizing marginalized communities of color and poor and working-class residents to ensure that they have an equal voice in the decision making process and the necessary pathways to realize opportunities for advancement.

Established in 1993 in response to the 1992 civil unrest in South Los Angeles, SCOPE was founded with the intent to tell and transform the untold story of disinvestment and neglect that preceded the lingering images of violence and destruction in the media. Since its inception, SCOPE has successfully employed community organizing, leadership development, strategic research, and alliance building to win policies and programs that create employment and training opportunities for marginalized workers, prioritize low-income communities for public investment, and support a healthy, thriving local community.

SCOPE's campaign strategies are grounded in the interests and perspectives of South Los Angeles residents, who are largely Latinx, African American and immigrant, and live on the frontlines of pollution and poverty. SCOPE currently seeks a Strategic Communications Associate to help lead strategic communications on issues of workforce development, and economic and environmental justice in South Los Angeles. This position presents an opportunity to develop communications strategies that reframe policy debates, engage directly affected communities, advance our campaign goals, and help us achieve bigger wins.

Roles & Responsibilities:

Communications Strategy

- With the Research & Communications Director, develop, implement, and track a comprehensive communications plan and calendar for SCOPE's strategic campaigns
- Provide communications strategy for SCOPE's campaigns and organizing, including developing messaging and framing strategies, drafting talking points, promoting campaign action alerts, and identifying key media opportunities to promote and advance our messages
- Monitor relevant issues and political dialogue to develop timely messages and track big picture narrative shifts

Content Development

- In coordination with staff and the communications team, develop, solicit and edit high-impact content for email blasts, blogs, and op-eds
- In coordination with the communications team, ensure consistent communication with SCOPE's key audiences and identify new opportunities and platforms to elevate campaign demands and member stories
- Support the communications skills development of staff and grassroots members through technical assistance, trainings, and identifying external resources as needed
- Develop organizational and campaign materials, including issue briefs, brochures, flyers, fact sheets and other handouts
- Work with graphic designers to produce campaign, research, and training materials, reports and visuals

Media Relations

- Develop and implement strategies for securing earned media, including managing a reporter database, pitching stories, and drafting press releases
- Develop and manage media relationships with local, state and national media, including ethnic and Spanish-language media

Minimum Qualifications:

- 2-3 years communications, public relations or campaign experience
- A demonstrated commitment to social justice and a familiarity with the intersecting issues that affect low-income communities of color
- Excellent writing skills
- Proven ability to communicate technical information to diverse audiences both in writing, verbally and in visual presentation format
- Experience working independently, as part of a team, and with external partners to meet multiple deadlines
- Strong project management and task prioritization skills
- Experience managing press relationships
- Internet and social media fluency

Preferred Qualifications:

- Familiarity with the following policy issue areas: workforce development; environmental/climate justice; economic development
- Existing relationships and a proven track record working with local press and reporters
- Bilingual English-Spanish
- Design software skills

We offer a competitive salary based on experience, full benefits (health/dental/vision/401k), excellent vacation, training and room for advancement. This is a full-time position. People of color, women, and people who identify as LGBTQ are encouraged to apply.

To apply send a cover letter and resume to “SCOPE/HR” via email, mail or fax:

scope-hr@scopela.org | 1715 W. Florence Avenue, Los Angeles, CA 90047 | fax (323) 789-7939

NO PHONE CALLS PLEASE