

Organization: Strategic Concepts in Organizing & Policy Education (SCOPE)

Position: Strategic Communications Associate

Employment Type: Full-Time, Exempt, Staff Position

SCOPE builds grassroots power in low-income communities of color to eliminate economic, environmental and racial disparities. Established in 1993 in response to the 1992 civil unrest in South Los Angeles, SCOPE's work is grounded in the needs and priorities of South LA residents, who are largely African American, Latinx, and immigrant, and live on the frontlines of pollution and poverty. As a membership-based organization, SCOPE plays a critical role in the movement for systemic change—organizing marginalized communities of color and poor and working-class residents to ensure that they have a powerful voice in the decisions that impact them. SCOPE organizes communities, develops grassroots leaders, builds alliances, and engages in strategic research and communications to advance policy solutions that shift power and resources to low-income communities of color.

SCOPE seeks a dynamic Strategic Communications Associate to conceptualize, develop, and implement communications strategies on issues of 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. The Strategic Communications Associate reports directly to the Research & Communications Director and works closely across teams to implement communications activities for the organization.

Essential Duties & Responsibilities:

Strategic Communications

- Works closely with the Research & Communications Director to develop, implement, and manage a comprehensive communications plan and calendar for SCOPE's strategic campaigns and organizational events
- Works with staff, coalition partners, and grassroots members to develop and execute communications strategies for SCOPE's campaigns and organizing efforts, including messaging, talking points, action alerts, and identifying media opportunities to advance our goals
- Monitors relevant issues and social media trends to identify opportunities to advance our messages and campaigns

Content Development & Management

- Writes content for multiple platforms, including email, blogs, website, and other publications
- Develops digital campaign strategies and manages content on SCOPE's social media channels
- Supports creation and editing of materials, including brochures, flyers and fact sheets, and translates for digital use as needed
- Manages communications projects as assigned and collaborates with necessary stakeholders to execute deliverables on a timeline

Media Relations

- Develops and executes strategies for securing earned media that amplifies SCOPE's mission and work, including managing a reporter database, pitching stories, and drafting press releases
- Develops and manages media relationships with local, state and national media, including ethnic and Spanish-language media

Organizational Development

- Supports the communications skills development of staff and grassroots members through technical assistance, training, and identifying external resources as needed
- Manages and grows SCOPE's email list
- Tracks, evaluates and reports on the effectiveness of communications strategies
- Provides cross-department support and capacity as needed

Qualifications:

- Minimum 2-3 years of communications, public relations, or digital organizing experience
- Passion for and experience working with low-income communities of color
- Experience working on racial, environmental, and/or economic justice issues in Los Angeles
- Excellent writing skills and ability to communicate technical information to diverse audiences
- Strong knowledge of social media best practices and ability to use analytics data
- High level of accuracy and attention to detail
- Ability to write, edit and design content quickly
- Good eye for visual design, and experience with graphic design is a plus
- Strong time management and work planning skills that demonstrate an ability to prioritize work effectively and strategically
- Ability to take initiative, drive work, work well independently and with a team
- Flexible, collaborative, and problem-solving approach to the work
- Excellent cross-cultural skills and ability to communicate and build relationships with people of all backgrounds
- Commitment to integrity, compassion and willingness to grow
- Ability and willingness to work evenings and weekends on occasion
- Proven experience developing and managing press relationships is a plus
- Bilingual in English and Spanish is a plus

Employment Type:

This is a full-time, exempt position. Exempt employees are expected to work the appropriate and necessary time within reason in order to complete key assignments and related tasks on schedule.

Compensation & Benefits:

\$50,000—\$55,000 dependent on experience, fully paid benefits (health/dental/vision), 401k, generous vacation and sick time, professional development, and room for advancement. SCOPE is a values-based organization committed to challenging discrimination and oppression—people of color and people of diverse gender identities and abilities are strongly encouraged to apply.

To apply, send: 1) cover letter, 2) resume, 3) writing sample, and 4) three professional references via email to Research & Communications Director, Laura Muraida: lmuraida@scopela.org
Please include “**Strategic Communications Associate**” in the subject line