



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

Position: Communications Strategist

Employment Type: Full-Time, Exempt, Staff Position

Supervisor: Policy Director

Position Description:

SCOPE seeks a Communications Strategist to help lead strategic communications on issues of workforce development, and economic and environmental justice in South Los Angeles. This position presents an exciting opportunity to develop communications strategies that reframe policy debates, engage directly affected communities, advance our campaign goals, and help achieve bigger wins. The Communications Strategist will work closely with the Policy, Research and Communications team to advance SCOPE's campaign strategies that 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.

Organization Overview:

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.

Essential Duties and Responsibilities:

Campaign Strategy (35%)

- With the Policy 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 campaign goals
- Monitor relevant issues and political dialogue to develop timely messages and track big picture narrative shifts

Organizational Content Development (35%)

- In coordination with staff, develop, solicit and edit high-impact content for email blasts, blogs, and op-eds
- Ensure consistent communication with SCOPE's key audiences
- Identify new opportunities and platforms to develop and elevate campaign demands and member stories
- 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 Cultivation (30%)

- 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

Essential Knowledge and Abilities:

- 2-3 years communications, public relations or campaign experience
- Bachelor's Degree preferred, or equivalent combination of education, training, and experience
- A demonstrated commitment to social justice, racial justice and a familiarity with the intertwined, intersectional issues that shape material conditions in low-income and communities of color, as well as their structural/root causes
- Proven ability to communicate technical information to diverse audiences both in writing, verbal 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
- Existing relationships and a proven track record working with local press and reporters
- Internet and social media fluency
- Bilingual English-Spanish
- Design software skills
- Works well under deadline pressure and stays on top of multiple projects
- Willingness to work longer hours and weekends when necessary
- Reliable transportation required

Work Environment: This position operates on site in a professional office environment, however at times it may be temporarily remote depending on the evolving COVID-19 pandemic. This role routinely uses standard office equipment such as computers, phones and photocopiers. The noise level in the work environment is usually quiet.

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. This job requires that the employee must occasionally lift and/or move up to 20 pounds. Also required is the ability to listen, hear, speak, read, write, concentrate, and climb stairs, bend, and stoop. Must be able to use a telephone and computer to accomplish a variety of job tasks.

Employment Type: This is a full-time, exempt, at-will staff 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, and serve a probationary period during their first six months of employment.

Compensation & Benefits: Competitive starting salary of \$64,480 (dependent on experience), fully paid benefits (health/dental/vision), 401k, generous vacation and sick time, professional development, and room to grow professionally. 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: Please submit 1) a one-page cover letter, 2) resume, and 3) three professional references via email to: scope-hr@scopela.org; include “**Communications Strategist**” in the subject line.