

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

Position: Communications Manager

Employment Type: Full-Time, Exempt, Staff Position

Supervisor: Policy Director

Position Description:

SCOPE seeks an experienced Communications Manager to work closely with the Management Team to lead the organization's strategic communications efforts. The Communications Manager will manage all aspects of SCOPE's communications strategies, including creating, implementing and overseeing messaging, framing, content development, social media, and media cultivation. We are looking for a seasoned candidate with a strategic communications vision, management experience, and excellent writing skills. This position provides an exciting opportunity for a compelling storyteller to articulate and advance a racial, economic, and environmental justice narrative that will reframe policy debates, engage directly affected South Los Angeles communities, advance our campaign goals, and build grassroots power.

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 Black, 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 (40%)

- With the guidance of the Management Team,, provide direct oversight, supervision and guidance to communications staff to effectively develop, implement, and track a comprehensive communications plan and calendar for SCOPE's strategic campaigns.
- Lead communications strategy for SCOPE's campaigns and organizing, including developing messaging and framing strategies, talking points, 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 (30%)

- Collaborate with staff to 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 (20%)

- 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.

Organizational and Administrative Duties (10%)

- As needed, participate in Management Team meetings to integrate strategic communications into organizational plans and strategies.

- Actively participate in monthly staff meetings, organizational events, annual staff retreats, and other activities required of staff or as part of the Policy, Research and Communications team.

Essential Knowledge and Abilities:

- Minimum of 5 years of experience developing and leading strategic communications campaigns
- 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
- An understanding of the role of member-based organizing, as distinct from advocacy, activism, mobilizing, and voter engagement
- Knowledge of the issues affecting low-income communities in Los Angeles and the Los Angeles political landscape
- Excellent communication skills, with the ability to communicate complex technical information to diverse audiences in writing, verbal and in visual presentation format
- Experience working independently, as part of a team, and with external partners to meet multiple deadlines
- Experience supervising staff and teams, including fostering a healthy, balanced, accountable environment for staff and motivating them to meet and exceed their goals
- Excellent project management and task prioritization skills
- Existing relationships and a proven track record working with local press and reporters
- Internet and social media fluency
- Design software skills
- Willingness to work longer hours and weekends when necessary
- Reliable transportation required
- Bilingual English-Spanish preferred

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 \$70,000 (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 Manager**” in the subject line.