



Job Description | Communications Director

This position is classified as **Full-Time Exempt** and reports to the **Executive Director**.

About Oregon Consumer Justice

Usurious payday loans, unfair debt collection and credit reporting tactics, deceptive student loan services, hidden banking and credit fees, mortgage, housing, insurance and construction fraud, imposter scams, illegal towing, misrepresented medical and travel services, telecom monopolies, dishonest auto sales, repairs, and financing. The need for consumer justice is everywhere – and the majority of this need isn't being met.

Oregon Consumer Justice (OCJ) is committed to ensuring that all people in Oregon experience a safe and fair marketplace by building an equitable and sustainable ecosystem that puts people first, makes sure that every financial and business transaction is fair and safe, and ensures that consumers have recourse when their rights are violated. OCJ advances the rights of consumers through advocacy, strategic litigation, research, education, and engagement, and works to bring consumer justice into balance for all Oregonians.

POSITION OVERVIEW

The Oregon Consumer Justice (OCJ) Communications Director will oversee all OCJ communications including the development and implementation of a strategic communications vision, as well as a broad and diverse range of programmatic, educational, and marketing communications. The Communications Director serves as a trusted member of the executive team of a prominent consumer justice organization and must be deeply committed to social justice issues, able to engage effectively with a variety of community and professional partners, and focused on racial justice as well as diversity, equity, and inclusion (DEI). The Communications Director will initially be responsible for all communications, as they build a communications team.

DUTIES AND RESPONSIBILITIES

Develop and Implement Strategic Communications Vision

- Collaborate with executive leadership, board of directors, and committees to develop the organization's communications vision.



- Develop strategies and build out communications plan(s) in close consultation with leadership to implement the vision and advance consumer justice in Oregon.
- Articulate OCJ's passion to address the racially disparate impacts of consumer justice and advance a vision for justice for Black, Indigenous, tribal communities, and all communities of color.
- Work with OCJ leaders, and state, local, and national partners to research, develop, test, and share a new, compelling narrative that will help drive changes in policy and practice towards a just consumer marketplace.

Hire and Manage Communications Staff

- As the workload and strategies demand, build out the Communications team to include additional staff and contractors capable of reaching priority partners and audiences and impacting decision leaders and the public.

Build OCJ's audiences through intentional, equitable strategies

- Ensure OCJ has a robust social media presence, building a reputation as a trusted source for a diverse and robust network of consumers, elected officials, and partner organizations.
- Develop a regular communication schedule including social media, blog posts, and newsletters to reach targeted audiences.
- Develop culturally appropriate, accessible, and engaging materials for a variety of audiences, including materials in multiple languages, using tools to enhance accessibility and readability.
- Explore and develop opportunities to provide education directly to consumers through a variety of communications channels around consumer protection and consumer justice topics.
- Develop partnerships with community based and statewide partners to co-create messages and strategies, elevate OCJ's messages, and reach audiences not typically reached by mainstream approaches.

Develop capacity for future consumer education campaigns

- Coordinate with staff to research possible topics.

- Collaborate with team members to execute comprehensive public education campaigns and communications strategies.

Oversee the development and production of all OCJ's communications

- Create, write, edit, and produce press releases, publications, videos, collateral, newsletters, social media content, and other printed materials.
- Update and maintain OJC's website, online publications, and social media.
- Create compelling digital content with a focus on quality video content.
- Develop talking points for staff and Board members to ensure a unified voice. Support staff and Board members with media coaching and training. Draft speeches and provide support with verbal communications.

Manage OCJ's media relationships

- Coordinate with the Executive Director to act as organizational spokesperson when appropriate and respond to members of the media in a timely manner.
- Build and cultivate relationships with key reporters, editorial writers, columnists, producers, and news and talk show hosts. Develop and maintain positive professional relationships with various members of local and national media, establishing OCJ as a trusted source on consumer justice issues.
- Track breaking news related to litigation, legislation, and public policy and work with the executive leadership team and program team on rapid response communications tactics.
- Obtain media coverage through story, OpEd, and letter to the editor (LTE) pitches that help shape public discourse and elevate OCJ's work.
- Manage, expand and maintain databases for media contacts.
- Compile daily clips of relevant local, state, regional and national news.
- Write and edit content, including (but not limited to): press releases and advisories, talking points, OpEds, letters to the editor, fact sheets, formal correspondence and other materials.

Collaborate with Program Directors to Support Programmatic Communications

- Working with the Executive Director, Legal Director, Policy Director, and other staff support the development and production of materials for external audiences.

- Support the development of internal communications as appropriate.
- Support advocacy communications during legislative sessions.

Required Skills/Abilities:

- Excellent verbal and written communication skills, including strong writing and editing skills. Graphic design skills preferred.
- Experience with communications campaign planning and budgeting, and execution of complex campaigns.
- Ability to manage communications across a range of platforms using multiple systems and technologies.
- Experience with Oregon and national media, and ability to offer sound media relations advice to senior leadership.
- Excellent managerial and organizational abilities. Experience supervising and leading teams. Able to manage a team of internal staff with a commitment to equitable practices. Ability to coordinate efforts of various internal and external OCJ teams in order to present a coherent message.
- Excellent interpersonal skills. Ability to work with management, employees, media, and the larger community.
- Ability to manage multiple priorities and be organized and attend to details
- Ability to work independently and as part of a team
- Ability to maintain accurate records and necessary paperwork
- Ability to provide support and training to other staff and partners
- Comfortable both leading and accepting direction
- Creative, curious, and innovative thinker who is able to think outside the box
- Flexible in work schedule, including ability and willingness to occasionally work evenings and/or weekends. Willingness and ability to travel within Oregon and nationally for meetings and conferences is required.
- Experience with communications research, including polling and focus groups is a plus.
- Ability to communicate in languages in addition to English is a plus.
- Ability to communicate using accessible language, accessibility tools, and with an eye towards users who are tech challenged is a plus.

Commitment to Equity

OCJ sits at the intersection of law, policy, coalition and community advocates, and Oregon consumers, with a particular commitment to those consumers and communities most harmed by predatory and fraudulent practices. All roles at OCJ will require: a willingness to share power, collaboration and teamwork, empathy, radical listening, adaptive communications skills, openness to learning and failure and growth, a capacity to embrace discomfort and resolve conflicts, racial awareness and experience recognizing intersectionality and identity, and personal reflection. All employees at OCJ will be asked to participate in ongoing work to develop strong internal and external systems that support movement towards equity and justice.

Location

This position is Oregon based, and location in the Portland metro area will be required once OCJ establishes a physical office space (expected in Fall/Winter 2023). Until then, all staff work virtually from home. OCJ's standard work schedule is between 8am and 5pm PT, with some flexibility possible. The person in this position will need to be flexible in their work schedule, including ability and willingness to occasionally work evenings and/or weekends. Willingness and ability to travel within Oregon and nationally for meetings and conferences are required.

Physical Demands

The physical demands and work environment described are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee will be frequently expected to use/operate a computer. The employee is frequently required to see, speak and hear, whether unassisted or through assistive devices, and to communicate in-person, by video, and by phone.

Salary and Application Process

Salary scale: \$95,000 to \$125,000

This position is open until filled. Initial review of applications will take place on June 10, 2022.

To apply:

Please send a resume and cover letter to Communications@ocj.org

In your cover letter, please answer these two questions:

1. What excites you about joining a new organization committed to advancing consumer justice, with a particular focus on communities most harmed by predatory practices?
2. What has been your experience developing communications materials and campaigns with an explicit focus on reaching hard to reach communities through non-traditional means?