



Communications Strategist, Policy and Legislation Washington, DC

Earthjustice is the nation's premier nonprofit environmental law organization. We take on the biggest, most precedent-setting cases across the country. We wield the power of law and the strength of partnership to protect people's health; to preserve magnificent places and wildlife; to advance clean energy; and to combat climate change. We partner with thousands of groups, supporters, individuals and communities to engage the critical environmental issues of our time, and bring about positive change. We are here *because the earth needs a good lawyer*.

Founded in 1971, Earthjustice has a distinguished track record of achieving significant, lasting environmental protections. We achieve this by hiring talented and dedicated attorneys who share a passion for justice and a healthy environment. Our headquarters are in San Francisco with nine offices across the U.S.

The Communications Strategist, based in Washington, D.C., works with National Communications Strategists and the Policy & Legislative Team (PAL) to develop media and campaign strategy for Earthjustice policy work. This person will also lead on communications and internal coordination of the Access to Justice (A2J) campaign*, working with staff from the PAL and litigation departments. The Communications Strategist will pitch stories to national and regional papers, Capitol Hill journalists, magazines and long-form media outlets, TV and radio stations, and online outlets. This person would identify media opportunities and pursue them, while building relationships with Capitol Hill journalists who regularly cover the environmental and/or justice issues.

The Communications Strategist would also help with breaking news and draft press releases on a range of Earthjustice issues, look for opportunities to establish PAL and A2J staff as experts on their issues. This includes writing and placing op-eds, blogs, and letters to the editor on behalf of Earthjustice leaders and clients/partners. This position will participate in coalition efforts, coordinating with PAL, Communications, and external partners to execute on major policy campaigns. This person also coordinates with the Associate Director of Program Communications and the Brand Communications team to develop email action alerts, social media content, factsheets, and digital storytelling content and narratives that advance our brand. He or she is responsible for hiring and overseeing contractors and managing budgets.

The **Access to Justice Campaign focuses on protecting the public's right to use the courts to defend environmental safeguards, civil liberties, and consumer protections.*

Responsibilities:

Media Strategy and Pitching (60%)

- Works with Policy and Legislation staff, clients and coalition partners to devise media strategy for key environmental policy and access to justice issues.
- Writes and distributes press releases and background materials on environmental policy issues to national, regional, Capitol Hill and web media.
- Develops and maintains media lists and contacts; actively pitches reporters, writers, and producers at national and regional papers, Capitol Hill publications, magazines, TV and radio shows and stations, and online media outlets.

- Builds and nurtures relationships between Earthjustice policy staff and key reporters, establishing our spokespeople as experts and resources for national and regional media, as well as trade and Capitol Hill press.
- Leads rapid response media efforts on breaking developments on Capitol Hill that impact our priority issues.
- Identifies and pursues opportunities for enterprise, in-depth feature coverage of core issues.
- Conducts media training for PAL and A2J staff to develop interviewing skills for print, radio and TV.
- Develops talking points for PAL & A2J staff for media interviews.

Campaign Management & Content Development (40%)

- Works with Associate Director of Program Communications and National Communications Strategists to identify and prioritize storytelling content for major PAL issues and the A2J campaign; works with Brand Communications team to manage, develop, and promote high-value content, such as blogs, online features, multimedia content, etc. to a targeted audience.
- Manages all aspects of the A2J campaign's communications needs in coordination with PAL, Litigation, and coalition partners; campaign needs may include reports, press events, messaging points, web content, etc.
- Works with social media staff to craft social media plans around key policy issues, with a particular emphasis on Capitol Hill influencer engagement on Twitter.
- Manage vendors, contractors, and budgets associated with major policy initiatives.

Qualifications:

- Bachelor's Degree in Journalism, Communications, Political Science preferred.
- Four to five years of experience in reporting or media relations.
- Media experience with environment, social justice issues and/or media experience for a Member of Congress preferred.
- Outstanding written and oral communication skills.
- Experience pitching media; prior experience working with the Capitol Hill press corps preferred; strong relationships with journalists.
- Experience conducting rapid response media efforts; ability to monitor political developments and quickly shift strategies.
- Politically savvy; knowledge and experience with Congressional processes; prior experience with legal processes a plus.
- Social media experience and skills, especially Twitter.
- Well organized and able to juggle and prioritize many competing demands.
- Demonstrates an awareness and sensitivity to the needs and concerns of individuals from diverse cultures, backgrounds and orientations.
- Contributes to the creation of a diverse, equitable and inclusive work culture that encourages and celebrates differences.
- A team player that enjoys a fast-paced, collaborative work environment.

We offer a mission- and employee-focused work environment and a competitive compensation package, including excellent benefits. Earthjustice is an equal opportunity employer and highly values diversity. Women and people of color are strongly encouraged to apply.

Application Procedure:

Using the Jobvite application tool, please submit:

- Resume.
- One- or two-page cover letter that addresses at least the following subjects: (1) why you are drawn to Earthjustice's mission and whether there are particular legal, environmental, or justice issues that inspire you; and (2) aspects of your background that demonstrate competence to work with diverse clients and colleagues.

[Click here to apply.](#)

Applications will be reviewed on a rolling basis until the position is filled.

Please reach out to jobs@earthjustice.org if you are having technical difficulties submitting your application. No phone calls, drop-ins, or hard copies.

Earthjustice is driven by a passion for justice, partnership and excellence. Our core values lead us to seek a broad range of perspectives and backgrounds to achieve our mission and to maintain an inclusive environment where all staff are valued and respected. As an equal opportunity employer, we are committed to employment practices that ensure that employees and applicants for employment are provided with equal opportunities without regard to race, color, national origin, ancestry, sex, age, religion, physical or mental disability, medical condition, veteran status, marital status, pregnancy, sexual orientation, gender identity, gender expression, genetic information or any other factor that is not related to the position.