



NARAL
Pro-Choice Texas

Communications Manager

Reports to: Executive Director
Salary: \$44,000 - \$49,000
Benefits: Health/dental benefits, retirement plan and employer match, paid time off, possible flex time, remote working
Status: Full-time exempt position (35 hours), occasional evenings and weekends
Location: Candidates can be based anywhere in Texas, but must be willing to travel to Austin frequently, particularly during legislative session

NARAL Pro-Choice Texas is seeking a Communications Manager responsible for leading strategic communications, messaging, email advocacy and press and digital strategies for the organization. The ideal candidate has three to five years of experience in the communications, journalism, marketing, or political communications field and has a firm grasp on the news media cycle, legislative process and reproductive health, rights and justice policy. An undergraduate/graduate degree in communications, journalism, or marketing may be substituted for the required work experience. Applications for this position will be reviewed on a rolling basis, with preference given to those applications received on or before November 13, 2018.

Job Responsibilities:

- Create and evaluate communications plans, press and digital strategies and online advocacy and fundraising
- Serve as primary press contact for organization
- Create all press materials, including statements, press releases and columns
- Oversee and maintain NARAL Pro-Choice Texas' messaging and editorial calendar
- Serve as primary editor on all correspondence sent from NARAL Pro-Choice Texas
- Develop and schedule social media content on all channels, including live-tweeting during floor debates, hearings and press conferences, and manage paid ad campaigns
- Work closely with the Program Director, Development Director and Legislative Counsel to promote programs, fundraising campaigns and public policy work
- Closely track NARAL Pro-Choice Texas' media coverage, as well as coverage of abortion in Texas, and recognize opportunities for the organization to weigh in
- Maintain relationships with national, state and local reporters and editors to ensure coverage of abortion is evidence-based, compassionate and destigmatizing
- Closely follow all reproductive health, rights and justice legislation as it moves through the Texas Legislature and recognize media, fundraising and advocacy opportunities to engage with NARAL Pro-Choice Texas' supporters
- Maintain relationships with NARAL Pro-Choice Texas' contractors, including graphic designers, photographers and videographers

The ideal candidate will possess the following qualities and skills:

- Strong writer and editor with adherence to organizational style guide and AP style
- Knowledge of the legislative process and ability to recognize engagement opportunities
- Ability to work and thrive in a fast paced environment, particularly the ability to respond to breaking news
- Knowledge of social media platforms, especially Facebook, Twitter and Instagram

- Ability to execute multiple projects within a fast-paced work environment, set priorities, and follow through on plans
- Inventive, creative, assertive and problem-solving approach to challenges
- Good judgment, positive work ethic, and attention to detail
- Comfortable sharing an open office environment with coworkers
- Ability to communicate effectively and diplomatically and to build positive relationships with staff, media, volunteers, supporters, and partners

Preferred qualifications:

- Proficient in Spanish
- Prior experience working within the Texas Legislature
- Experience writing and editing for multiple platforms, including media, social media, blog posts, talking points and op-eds
- Familiarity with content management systems, including Wordpress, and customer relationship management (CRM) systems, preferably EveryAction
- Familiarity with Adobe Creative Suite and basic HTML knowledge

To apply:

Please email emily@prochoicetexas.org with your resume, cover letter and three writing samples by November 13.

About NARAL Pro-Choice Texas:

NARAL Pro-Choice Texas (an affiliate of NARAL Pro-Choice America) and NARAL Pro-Choice Texas Foundation are dedicated to guaranteeing every Texan the right to make personal decisions regarding the full range of reproductive choices. NARAL Pro-Choice Texas, a 501(c)(4) organization, works to develop and sustain a constituency that uses the political process to guarantee the full range of reproductive choices, including preventing unintended pregnancy, bearing healthy children, and choosing legal abortion. NARAL Pro-Choice Texas Foundation works to protect reproductive choice through education, training, organizing, legal action, and public policy. NARAL Pro-Choice Texas is a non-discriminatory workplace and equal opportunity employer. People of color, persons with disabilities, and LGBTQIA individuals are encouraged to apply.

Please note: this job description is not intended to be a complete list of all responsibilities, duties, or skills for this position and is subject to review and change in accordance with the needs of the organization.