

Senior Communications and Campaign Strategist

The **National Consumer Law Center** (NCLC) seeks a **Senior Communications and Campaign Strategist** with the passion and expertise to play a leading role in our campaign to defend consumer rights and advance economic justice and to enhance the effectiveness of NCLC's work on behalf of vulnerable families.

The Senior Communications and Campaign Strategist will plan and coordinate a wide range of outreach and engagement strategies to activate consumer rights supporters and influence public opinion on key issues. The ideal applicant will have experience in communications and/or advocacy campaigns, ideally including direct work on legislative and/or regulatory initiatives, and will have a strong understanding of advocacy and communications strategies, tools and tactics. The Strategist will also contribute to effective communications strategies on NCLC's organization-wide initiatives. A self-directed yet team-oriented focus is essential for success in this position.

NCLC is a non-profit and non-partisan organization which uses its expertise in consumer law and energy policy to work for consumer rights and economic justice for low-income and other disadvantaged people.

The position is based in Washington, DC and will report to NCLC's Boston-based Director of Communications and work closely with the DC-based Associate Director, among other staff members.

Key Responsibilities:

- In collaboration with NCLC's expert advocates and communications director, develop and execute strategies for defending and promoting strong pro-consumer protections at the federal and state levels. Examples of some tactics that may be employed include:
 - Placing op-eds, letters to the editor, and other articles in local media
 - Effectively using social media to defend consumer rights and activate concerned citizens to contact their elected officials.
 - Sending Action Alerts to NCLC's /supporters
 - Cultivating an engaged network of activists, allies, and stakeholders
 - Additional outreach efforts as appropriate

- Communicate the impact of pro-consumer laws and regulations to a diverse group of audiences
- Develop and promote key messages and communications that illuminate the need for consumer protections
- Develop and place consumer stories in mainstream media outlets and on social media
- Participate in coalition meetings and coordinate NCLC strategies and tactics with allies as appropriate
- Play an important role in ongoing efforts to bring press and public attention to NCLC's economic justice work, through earned media, social media and other communications channels
- Other duties as assigned

Qualifications

- Bachelor's degree or equivalent experience required
- Five or more years of relevant advocacy campaign and/or communications experience is strongly preferred
- A spirit of great urgency and significant flexibility, combined with an ability to work effectively under pressure while managing multiple projects with competing priorities and deadlines
- Exceptional writing and editing skills, with a focus on persuasive writing. "Story-telling" will be particularly important as we work to gain attention and influence public opinion
- Experience using social media to win support for social change. Multi-media experience is particularly valuable, but not mandatory
- Ability to synthesize complex information and present it to both expert and non-expert audiences in a compelling and persuasive manner, in writing and using graphics, video, social media, etc.
- Ability to work collaboratively with coalition partners and NCLC staff
- Superb organizational skills, creativity, and self-motivation
- Experience with crisis communications is a plus
- Strong commitment to working for economic justice necessary; familiarity with consumer law issues helpful and preferred, but not required
- Spanish-language fluency a plus
- A "positive attitude" is a must – we're looking for a creative, flexible, results-oriented, self-starting, hard-working, good-humored team player to join our already great team!

Salary: Competitive salary, commensurate with experience. NCLC offers an outstanding benefits package that includes employer paid medical, dental, life and disability insurance, as well as pre-tax savings plans, a retirement savings opportunity, and generous paid time off including holidays, sick time, personal time, parental leave, and 4 weeks of vacation per year.

Deadline: Position open until filled, but we aim to fill this critical position quickly. Priority will be given to applications received before January 15, 2017, but don't wait to apply if qualified and interested -- we will fill this position as soon as we find the right applicant!

E-mail a cover-letter & resume to: careers@nclc.org, Attention: Communications and Campaign Strategist. No phone calls, please. Candidates selected for interviews will be asked to submit 2-3 writing samples and final candidates will be asked to complete a writing test.

The National Consumer Law Center is an Equal Opportunity and Affirmative Action Employer, and encourages applications from all qualified individuals without regard to race, color, national origin, religion, sex, gender identity, sexual orientation, age, disability or veteran status, or to other non-work-related factors.