

Innocence Project of Florida – Communications Coordinator

July 19, 2021

The Innocence Project of Florida, Inc. (IPF) is seeking a Communications Coordinator with a demonstrated passion for social justice issues, beginning September 2021 in its Tallahassee, Florida office. The Communications Coordinator will be a full-time position and will report to the Finance and Human Resources Manager. The Innocence Project of Florida is a 501(c)(3) non-profit legal defense organization dedicated to representing individuals in Florida's prisons who can prove their innocence through the use of DNA testing and other newly discovered evidence. IPF is the premier criminal justice organization in Florida and has helped secure the release of numerous individuals who collectively spent over 550 years in prison for crimes they didn't commit.

ESSENTIAL JOB FUNCTIONS:

The Communications Coordinator will be responsible developing and facilitating all public-facing communications to support IPF's litigation, social services, policy, and development activities. Specifically, Communications Coordinator is required to:

MANAGE ONLINE CONTENT:

- Coordinate all Internet-based and multimedia communications for the organization, including the organizational website, www.FloridaInnocence.org, constituent email communications, social media, advocacy and web video;
- Coordinate and generate content for the organization's website, blog and social networking sites;
- Work with appropriate staff to ensure that online content is up-to-date and accurate;
- Research, implement and facilitate use of new technologies for communicating with IPF's supporters, including IPF's periodic "Inside Innocence" program;
- Manage and respond to public and media inquiries.

COORDINATE SOCIAL MEDIA:

- Develop strategies for building the organization's e-mail list and social network fan base;
- Create content including graphic design and multimedia production for the Project's social media platforms and digital and live events;
- Oversee the organization's video needs, including developing and managing the production of short videos about our work and hiring and overseeing production teams to film hearings, client releases and other events.

OVERSEE THE ORGANIZATION'S PUBLICATIONS:

- Plan, research and draft content for organization print and online publications;
- Liaise with graphic designers, photographers, printers and mailing companies to oversee the production of publications;
- Possess general knowledge of copyright law and fair use to ensure compliance when using photos;
- Conduct interviews with staff, former clients and outside experts, and initiate research projects when necessary;
- Leverage knowledge of photography, videography, and video production technology to create compelling campaigns for fundraising and/or advocacy;

- Possess knowledge of plain language standards, AP Style, and appropriate social justice lexicon/glossaries for use in public-facing materials;
- Maintain the organization's photo archive and assist staff members with photo use as needed.

FACILITATE PUBLIC OUTREACH:

- Develop strategies for engaging our supporters to take action on our legal cases and policy reforms;
- Work with the development staff to increase giving through our websites and social networking sites, including the design of digital and print event promotions and marketing materials;
- Cultivate relationships with IPF's Board of Directors and current and former clients;
- Manage and oversee the work of communications interns.

MANAGE MEDIA OUTREACH:

- Develop and facilitate press releases as appropriate for IPF events and litigation events;
- Cultivate relationships with members of media;
- Place stories and op-eds in print and digital media;
- Manage media requests and opportunities.

Additionally, the Communications Coordinator will be required to:

- Attend training and professional development programs, as assigned; and
- Attend IPF public events, as assigned, to properly document events and coordinate media.

QUALIFICATIONS & EXPERIENCE:

- Bachelor's degree in a communications and/or liberal arts field preferred.
- At least 1-2 years online and print communications experience.
- Familiarity with social networking sites and a passion for using these tools to engage online audiences to take action.
- Familiarity with Adobe Creative Cloud and other graphic design software.
- Experience with email marketing.
- Experience with constituent management systems.
- Photo and Video production experience preferred.
- The ability to speak and write in Spanish a plus.

KEY COMPETENCIES:

- Excellent writing and editing skills.
- Detail-oriented and superior organizational skills.
- Ability to grasp legal and criminal justice issues and translate those issues into persuasive and easy-to-understand language.
- A strong, demonstrated commitment to remedying injustice on behalf of vulnerable populations in general and to IPF's core mission of finding and freeing innocent people in Florida's prisons.
- Ability to work well with others to achieve shared communication goals.

BENEFITS:

Besides being afforded the opportunity to work in an exciting, dynamic and collegial small-office environment, the Communications Coordinator will receive a generous public interest salary commensurate with their level of experience; full health insurance coverage (with ability to add family coverage for additional salary withholding), short- and long-term disability coverage, life insurance and a generous vacation and sick time allowance.

COVID-19 NOTICE:

Given the decreasing case numbers of COVID-19 and the availability of effective vaccines across the country, The Innocence Project of Florida anticipates resuming regular in-person operations in Fall of 2021. The person who is hired for this position will be expected to generally work out of IPF's office in Tallahassee, FL and travel as required while following appropriate safety protocols. Given the success of the organization's operations during the pandemic, we will continue to provide work from home flexibility to employees going forward.

HOW TO APPLY:

No later than August 20th, please send a cover letter, resume, writing sample or portfolio piece, salary requirements, and list of references to Emily Thourson at ethourson@floridainnocence.org, with "Communications Coordinator Position" in the Subject Line.

The Innocence Project Florida is an equal-opportunity, affirmative-action employer, that strives for diversity among its applicant pool as well as within its staff and board. We do not discriminate in employment decisions based on race, color, religion, sex, gender identity, sexual orientation, national origin, citizenship, age or disability. We strongly encourage people from all backgrounds, especially racial and ethnic minorities, veterans, people with disabilities, and smart people with non-linear/non-traditional experience and educational backgrounds to apply for this position. Most importantly, no matter their background, the person selected for this position must embrace, advocate for, and deeply value equity, diversity, and inclusivity.