

# NEW JERSEY POLICY PERSPECTIVE

## Communications Director

### About New Jersey Policy Perspective

New Jersey Policy Perspective (NJPP) is a progressive think tank focused on advancing economic, racial, and social justice in New Jersey. Through independent, evidence-based research and strategic advocacy, NJPP works to inform public policy that addresses the state's most pressing challenges. For over 25 years, NJPP has been at the forefront of advocating for policies that reduce inequality, promote equity, and create shared prosperity for all New Jersey residents.

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### Position Overview

New Jersey Policy Perspective seeks a talented, savvy, experienced Communications Director to help carry out our mission and ensure our highly credible research and analysis drives policy change. The Communications Director is responsible for developing and carrying through innovative communication campaigns — spanning publications, digital platforms, visual media, and more — that amplify NJPP's policy work and inspire action among key audiences, including state policymakers, advocates, community leaders, funders, media, and other thought leaders.

In addition to overseeing the communications strategy, the Communications Director will play a key role in editing NJPP's publications to ensure clarity, readability, and accessibility while maintaining the highest standards of quality, accuracy, and consistency. This includes writing and editing a wide range of research materials, collaborating with stakeholders to understand their communication needs, and developing targeted communication plans for policy priorities.

The Communications Director reports directly to NJPP's president, is a member of the leadership team, and supervises and collaborates with the Senior Manager of Content and Multimedia strategy. The position also works closely with the research team and is involved in research projects from their conception to develop and execute clear, compelling, and persuasive strategic messaging.

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### Core Duties and Responsibilities

- **Strategic Communications and Content Leadership: 20%**
  - Drive strategic messaging efforts to ensure NJPP's work is clear, accessible, and compelling to diverse audiences.
  - Develop and implement a comprehensive, organization-wide communications strategy leveraging earned, owned, social, and paid media.
  - Collaborate with the Senior Manager to uphold and strengthen brand identity, ensuring consistency, clarity, and excellence across all platforms and materials.

- Collaborate with the research team to distill complex policy analyses into digestible and persuasive narratives tailored to non-expert audiences.
- Develop and execute proactive communications campaigns to highlight NJPP's research and education efforts.
- Support the Senior Manager of Content & Multimedia Strategy's videos and social media content, co-created with the senior manager and research analysts.
- Collaborate with For the Many Campaign Director with comms materials for tax and budget campaigns to gain support for a wide range of audiences.
- **Editing and Content Oversight: 55%**
  - Edit all NJPP publications — including research reports, fact sheets, and policy briefs — to ensure the highest standards of clarity, readability, and accessibility.
  - Collaborate with the research team to develop and execute clear and effective communication plans for internal and external audiences.
  - Coordinate with the research team to support publication workflows to ensure timely production and distribution of content.
  - Write and edit a wide range of communications materials, such as press releases, internal communications, and other materials.
  - Ensure all materials align with NJPP's messaging strategy and resonate with intended audiences.
- **Media Relations: 20%**
  - Build and maintain strong relationships with journalists, editors, and media outlets to enhance NJPP's visibility and credibility.
  - Lead rapid-response efforts to seize media opportunities and address emerging issues.
  - Prepare staff for media engagements through training and strategic guidance.
- **Team Management and Leadership: 5%**
  - Manage and mentor the Senior Manager of Content & Multimedia Strategy, providing guidance and performance feedback to support professional growth and success.
  - Ensure alignment between strategic goals and the execution of multimedia content, social media campaigns, and publications workflows.

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### Required Skills and Experience

- **Mission Alignment:** Deep commitment to NJPP's mission of advancing economic, racial, and social justice.
- **Strategic Leadership:** At least 3 years of experience in strategic communications, public relations, or a related field, including a minimum of 2 years in a leadership role or relevant experience.
- **Team Management:** Experience successfully supervising staff, mentoring team members, and managing cross-functional collaboration.

- **Exceptional Communication Skills:** Proven ability to craft and deliver impactful messaging across diverse mediums and audiences.
- **Equity Lens:** Demonstrated experience applying equity frameworks to strategic communications and messaging.
- **Media Relations Expertise:** Strong track record of building relationships with journalists and securing media coverage.
- **Collaboration and Teamwork:** Ability to work effectively across teams, provide and receive feedback, and mentor colleagues to strengthen their communication skills.
- **Project Management:** Exceptional organizational skills with the ability to manage multiple projects and meet tight deadlines.
- **Adaptability:** Flexibility to navigate a dynamic media landscape and pivot as needed in response to emerging challenges or opportunities.

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### Desired Skills and Experience

- Bachelor's degree in communications, journalism, marketing, or a related field, or equivalent professional experience.
- Familiarity with communications tools such as Adobe Creative Suite, social media platforms, and email marketing software.
- Knowledge of New Jersey's political environment and public policy landscape.
- Creativity, curiosity, and a willingness to take risks, learn from mistakes, and innovate.

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### Compensation and Benefits

Full-time position with a salary range of \$95k – \$105k, commensurate with experience. Competitive benefits package, including employer-paid health, vision, and dental insurance, retirement plan with employer matching, and generous paid time off.

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### How to Apply

#### Application Link:

<https://newjerseypolicyerspective.applytojob.com/apply/pbLlv9GEgT/Director-Of-Communications>.

Your cover letter is a critical part of the application, so please highlight your relevant experience and skills as outlined in the job description to help us understand why you're a strong fit for this role.

In addition, please include:

- Relevant writing samples that showcase your ability to craft compelling and strategic messaging.
- A list of 3 professional references who can speak to your experience, skills, and leadership abilities.

If you would like to request any accommodations, or if you have any issues with the application or the link above, please email [careers@njpp.org](mailto:careers@njpp.org).

**Deadline:** The position will remain open until filled.

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### **Equal Opportunity Employment**

NJPP is committed to creating a diverse and inclusive workplace. We welcome applicants from diverse backgrounds, including people of color, women, LGBTQIA+ individuals, and people from economically marginalized communities. NJPP is an equal-opportunity employer and **strongly encourages** applications from individuals of all races, ethnicities, gender identities, and abilities.