



## COMMUNICATIONS MANAGER JOB DESCRIPTION

The Fairness Center is a nonprofit, public interest law firm that provides free legal services to those hurt by public-sector union officials. Being, above all, client centric, we vigorously pursue our clients' goals through a cohesive, holistic approach to representation, advocating for our clients both in the court of law and the court of public opinion.

Based in Harrisburg, PA, Albany, NY, or remotely, the Communications Manager serves as the Fairness Center's primary media contact and assists the firm's clients in winning in the court of public opinion by expanding our presence in paid, earned, social, and owned media. The Manager should have exceptional communication and organization skills, a keen attention to detail, and be a proactive self-starter.

### Responsibilities

The following responsibilities are to be executed in close collaboration with the Vice President of Communications, to whom the Manager reports.

#### 1. Media Relations

*Execute short- and long-term strategies to achieve clients' objectives in traditional media*

- Leverage cloud-based PR software to form and maintain relationships with key journalists and editors with the goal of garnering favorable coverage of clients' litigation
- Serve as primary media contact for the firm, promptly handling media inquiries
- Draft and send news releases
- Monitor media stories related to public-sector labor law
- Record and analyze the firm's media presence
- Distill complex litigation into understandable, media-friendly messages
- Prep clients and lawyers for media appearances

#### 2. Marketing & Owned Media

*Tell clients' stories to the firm's key audiences on paid, social, and owned media platforms*

- Update website ([fairnesscenter.org](http://fairnesscenter.org)) with case developments and media wins
- Maintain social media accounts, including Facebook, Twitter, and LinkedIn, creating and posting approved content
- Create and send email distributions
- Track and analyze website, social media, and email performance, spotting trends and gaps and developing tactics to grow the firm's effectiveness on these platforms
- Create reports that inform stakeholders of the firm's communications effectiveness
- Develop marketing tactics that grow the firm's brand with its key audiences

### **3. Writing & Editing**

*Assist in producing written content*

- Draft emails, op-eds, newsletter articles, video scripts, and other written material
- Edit and proofread as needed

### **Essential Characteristics**

The Manager must demonstrate top-notch written and oral communication skills and a rigorous attention to detail. People skills and professionalism are essential, as the Manager will be the first point of contact for journalists. Creativity, drive, and a commitment to excellence are key to success in this role.

### **Qualifications**

- 2-5 years of experience in a communications, public relations, marketing, or related role
- Bachelor's degree required
- Proficiency in Microsoft Office Suite applications, WordPress or other content management systems, email marketing and social media platforms, and an ability to learn new systems

### **Benefits**

The Fairness Center offers competitive salary in addition to an excellent benefits package that includes health insurance, PTO and paid holidays, employer match SIMPLE IRA retirement plans, and many other benefits.

Candidates should submit a writing sample of fewer than 1,000 words, a cover letter, and a resume to [careers@fairnesscenter.org](mailto:careers@fairnesscenter.org).