

# Director of Communications

Texas

**ACLU**  
Texas



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# *Making a real difference in protecting freedom and promoting justice.*

The American Civil Liberties Union of Texas (ACLU of Texas) is the leading civil rights organization in the Lone Star State. Since 1938, ACLU of Texas has worked in the courts, the legislature, and through public education to protect civil rights and individual liberty.

The ACLU of Texas began its work with the San Antonio pecan sheller's strike of 1938, where laborers who tried to exercise their rights to free speech and free association to improve their working conditions were met with a brutal response by law enforcement. With the help of the ACLU of Texas, the shellers ultimately won their battle, and the ACLU of Texas has remained on the front lines of the fight for civil liberties ever since.

Today, the ACLU of Texas continues its work to secure and protect civil rights for Texans throughout the state. In the courts and in the legislature, fighting for smart justice reforms that treat everyone fairly. The ACLU of Texas fights for immigrants who have been unconstitutionally detained and discriminated against; for racial equality, LGBTQ equality and for reproductive freedom.

Defending civil liberties in the state of Texas is a constant battle, but a rewarding one. The ACLU of Texas continues to work daily in the courts, legislatures and in the community to defend and preserve the individual rights and liberties guaranteed to every person in this country by the Constitution and laws of the United States.



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## The Opportunity

The Director of Communications will lead the development and implementation of a comprehensive communications strategy. The Director serves as a member of the ACLU of Texas senior management team and contributes at a high level to advance the organization's goals. The Director of Communications will exhibit outstanding interpersonal skills and be able to problem-solve, multi-task, respond swiftly to a sometimes wildly changing landscape, and work independently as well with others as a part of a collaborative team environment. S/he/they will have a commitment to racial equity, diversity and belonging with an approach that values the individual and respects differences and builds networks to move issues to action.

- ❖ Strategically elevate key messages to advance ACLU of Texas's mission and raise its profile as a national organization.
- ❖ Serve as strategic communications and campaigns lead, leveraging traditional and social media; provide rapid response to positive and negative coverage of ACLU of Texas reforms.
- ❖ Develop and implement communications strategies with national and local allies.

- ❖ Effectively manage a growing communications team and tap existing assets to deliver results.
- ❖ Manage and monitor the annual department budget and maintain ongoing evaluation and reporting of key benchmarks.
- ❖ Lead the strategic development of communications priorities and opportunities to best amplify our work and affect the public narrative.
- ❖ Oversee the ACLU of Texas's newspaper, digital and social media platforms, television, and radio presence in Texas markets by building and maintaining relationships with key reporters, editorial boards, and the courts and elected officials by communications staff as well as other key staff.
- ❖ Bring sophisticated framing and messaging skills and tools to our core areas.
- ❖ Identify new strategies for injecting ACLU of Texas's issues into the public debate to help sustain and grow a civil rights and civil liberties narrative.



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## The Candidate

The American Civil Liberties Union of Texas is looking for an experienced, entrepreneurial, and confident leader with a deep understanding of communications strategy and platforms. The Communications Director is based in Houston and plays a vital role in shaping a bold vision to protect the liberties that define our democracy. We're looking for an action-oriented leader who will collaboratively develop new content for advocacy and public-education initiatives online and through print collateral, providing project management support for the entire organization and help drive the organization's total communications, marketing, and advocacy initiatives.

Additional experience and qualifications include:

- ❖ 8 to 10 years of increasingly responsibility in strategic communications, increasing responsibility, press and media outreach, and/or campaign management and issue advocacy.
- ❖ At least 5 years of management experience and 3 years in a senior management role.
- ❖ Proven track record of launching major, innovative national and state communications campaigns designed to affect change and build a movement.

- ❖ Outstanding political judgment and ability to work across the political spectrum.
- ❖ Experience working with or in a nonprofit or government supporting communications and marketing.
- ❖ Ability to use a mix of media to achieve advocacy goals (including print and digital, social media platforms, in-person presentations, videos, brochures, etc. to reach and persuade specific audiences).
- ❖ Excellent interpersonal, oral and written communication, and presentation skills with a demonstrated ability to communicate effectively, compellingly, comfortably, and respectfully with donors, public and staff, and lay leaders in conversation or print.
- ❖ Excellent writing, editing, and presentation skills.
- ❖ Experience with recruiting, developing, and managing a highly talented and diverse staff, as well as overseeing budget and administration.
- ❖ Ability to appreciate and contribute to an environment that values integrity, adaptability, reliability, collaboration, a commitment to learning, and advocacy.



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**Compensation for this position will be commensurate with experience, with an anticipated salary starting at \$110,000.**



Questions, résumés, and CVs should be sent to [search@driconsulting.com](mailto:search@driconsulting.com)

All first-round interviews for this position will take place at Development Resources, *inc.* at 1820 N. Fort Myer Drive, Suite 702, Arlington, VA 22209, (703) 294-6684, or via telephone/video conference. DRi is an executive search and development consulting firm that recruits senior leaders and works with them to build talented teams, create bold strategic plans, and design powerful fundraising programs.



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