

# CRITICAL RESISTANCE

## Critical Resistance Job Opening

Critical Resistance (CR), a national grassroots organization working to end the prison industrial complex (PIC), seeks a **National Media and Communications Director** to direct CR's media and communications organizing by developing and implementing communication and media plans and strategies to support CR's projects and campaigns nationally. This role includes but is not limited to: training CR members to carry out the organization's media and communication plans together; increasing CR's national impact and profile; amplifying the concept and practice of PIC abolition nationally and internationally; and co-directing the national organization with other co-directors and staff to maintain the growth and health of the organization.

### **POSITION TITLE: National Media and Communications Director**

**LOCATION:** Position is based in Critical Resistance's National Office in Oakland, CA. Exceptions can be made for the right candidate. Regular travel will be required, approximately six times a year to chapter cities (currently Portland, OR; Oakland and Los Angeles, CA; Central Appalachia; and New York City) or movement events (conferences and planning sessions at various locations) outside of Oakland. *Note: Due to COVID-19, CR office staff collectively negotiate office use to ensure safety.*

**POSITION SUMMARY:** The **Media and Communications Director** will work with CR members, staffers, and allies to develop, plan, implement, and ultimately direct CR's communications and media strategies to gain national and local coverage for CR and its projects and campaigns. This position will also facilitate and maintain internal communication practices among CR members organization-wide and within CR's coalitions.

As a co-director position, the **Media & Communications Director** will work closely with other co-directors and staff to lead the organization and provide administrative and infrastructural support, maintaining the overall health and strategy of the organization. With the Campaigns Director specifically, the Media & Communications Director will co-lead the CR Programs Team, as well as supervise staff team members.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

#### **Media Organizing for Grassroots Campaigns and Projects**

- Direct and generate media and communications work to expand reach and coverage of CR's campaigns, projects, and messaging as needed through both mainstream media or press organizing and grassroots media. This includes (but is not limited to): *organizing press conferences, coordinating media strategy for campaigns with coalition partners, leading spokesperson trainings for CR members and coalition partners, working with and developing other*

*CR members to lead media and communications work within coalitions, and creating grassroots media with CR members and other partners.*

- Lead and coordinate creation and use of press releases, statements, fact sheets, PSAs, and other media materials. Conduct research to develop media and programmatic materials as needed.
- Call reporters to pitch stories, field calls from the press, and build relationships on behalf of the organization with press. Serve as point-of-contact for media inquiries and forward reporters' questions to pertinent people. Represent the organization as a regular spokesperson and coordinate other members and staff to represent CR in interviews and other media opportunities.
- Develop, maintain, record and track local chapter, regional, and national media contacts for the organization and each chapter; design strategies and plans for expanding relationships with strategic media contacts.
- Work with other CR staff and members to manage CR's website and social media, keeping both current with CR's organizing news, calls to action, and movement resources.
- Participate in and support coordination of CR's *The Abolitionist* Editorial Collective to produce two issues of CR's cross-wall newspaper each year. Work with other project-related staff and editorial collective members to determine what leadership support is most needed (whether editorial, design or distribution related). Also support circulation of the newspaper globally.
- Additional duties related to CR's media organizing or co-director roles, as needed.

### **Internal Communications Coordination & Management**

- Bottom-line the National Communications workgroup of CR members.
- Develop agendas and facilitate monthly national calls with all CR members.
- Maintain CR's internal communication systems and practices: Signal threads, email listservs, Mailchimp, and digital communications support requests.
- Help the organization stay in alignment with CR's digital and communication security practices and principles.
- Establish internal communication shared practices and protocols for members and staff to use where needed, and work with other CR staff and members to generate share analysis and political alignment across CR membership.

### **Team Coordination, Membership Support and Leadership Development**

- Train, facilitate, and support CR members across chapters to develop media and communications plans and strategies for each chapter.
- Lead and support CR members to coordinate, implement, and publicize press events and other chapter activities.

- Maintain, develop, and use workshops and trainings to increase members' strategic media and communication skills. Host and facilitate regular spokesperson trainings for CR chapters, staff, and coalitions. Train CR members regularly on media organizing skills (e.g. how to generate talking points or represent the organization, and other tactics, etc).
- Support staff with staff work-planning and support chapters in facilitating bi-annual work planning retreats.
- Visit chapters regularly to assist with internal and external communication as well as networking with media resources in their area. Attend chapter and coalition meetings regularly as part of staff support to membership.
- Support members' growth and leadership in the organization, both through one-on-one and chapter-wide development plans. Participate in additional national workgroups as requested to assist in leadership development support for members.

### **Organizational Development and Administration**

- Supervise specific staff and co-coordinate the Programs Team with the other co-director(s). Co-supervise the CR Programs Team staff by collectively reviewing workplans and setting goals, supporting staff development and in meeting benchmarks.
- Participate in organizational planning and programming as needed such as: fundraising, attending and planning for CR conferences, convenings, and events.
- Participate in decision making on different levels of the organization – within chapters, among staff, and in local and national working groups.
- Work alongside Co-Directors and other national staff to develop, implement and assess the organization's national strategic plan.
- Work alongside Co-Directors to support the infrastructure of the organization. Keep organization up to code with 501c3 regulations alongside co-directors.
- Office administrative tasks with other staff, including answering phone calls, maintaining office space, and other relevant duties.

### **REQUIRED SKILLS AND/OR EXPERIENCE:**

- Understanding of and commitment to PIC abolition; alignment (and willingness to align) with CR's core values and political analysis; ability to engage in and lead rigorous political assessments of our organizing and movement landscapes.
- At least 4 years of experience leading communications strategy for political campaigns or in another relevant setting.
- Developing and coordinating successful media campaigns and strategic communications plans.

- Knowledge & understanding in fundamentals of media and communications organizing to carry out both press / mainstream media work for CR and grassroots media (including social media and other digital media organizing platforms).
- Excellent written and oral communication skills.
- Public Speaking (in a variety of settings from rallies and marches to panels, presentations, interviews, and townhalls or meetings with decision-makers).
- Robust training skills and varied group facilitation expertise: *strong facilitation skills for diverse groups with a variety of meeting purposes; developing facilitation plans, agendas, and materials; preparing participants and training other facilitators; facilitating work planning and strategic planning sessions; supporting follow-up tasks; leading collective decision-making processes.*
- Experience with supervising and developing employees or volunteers.
- Ability to effectively give and receive feedback.
- Clear communication, strong and effective leadership, willingness to collaborate and work collectively. Skills in team building and coordination.
- Ability to balance multiple responsibilities well, to set priorities, and implement work plans.
- Willingness and ability to seek out relevant work and allies for building partnerships and coalitions and advancing CR's overall work.
- Supporting interns, volunteers, and members with ranges of organizing experience.
- Working with computers including updating websites, email groups and listservs, word processing, excel spreadsheets, zoom meeting and webinar hosting, and database management.
- Willingness to travel.

## **DESIRED, BUT NOT REQUIRED:**

- Ability to speak and write in Spanish.
- Experience being imprisoned or directly impacted by the PIC.
- Experience in a national organization.
- Experience working in an organization with volunteer members and developing volunteer leadership.
- Supervisory experience in a leadership role within a community-based organization.
- Experience with organizational finances.
- Graphic design skills (Adobe products, Canva, etc).
- Experience creating or supporting regular publications (newsletters, newspapers, journals, etc).

**CANDIDATE RECRUITMENT:** Formerly imprisoned people are highly encouraged to apply. We also encourage people of color, women, queer and trans/gender-nonconforming people to apply. We welcome people from all educational backgrounds to apply.

**COMPENSATION:** Salary is \$90,950, with six weeks paid vacation, and an expansive benefits package including medical, dental, and vision coverage. Travel is covered for staff while on the road, and a per diem is provided. *CR is also providing financial support for tech needs during COVID19, as staff are working from home.*

This is an at-will position. However, the starting contract agreement is for the first six months to ensure the hire is a mutually good fit for Critical Resistance and the person hired. We ask for a minimum two-year commitment.

This position is exempt.

**WORK ENVIRONMENT:** CR is a national grassroots organization with chapters in multiple locations (CR currently has five different chapters in different regions or states, as well as several members in non-chapter cities). **With a unique membership and structure, CR is a member-led organization.** The entire organization makes decisions through a *modified consensus process*. All campaigns and projects are developed through chapter and national workgroups. There are six different ways to be a part of CR: a *Chapter member*, a *national* or "*At-Large*" member, a "*Core*" member (both active in a chapter and national workgroups), a *Paid member* or *Staffer*, a *Community Advisor*, or a *Volunteer*. CR is designed for a "multi multi-multi" membership: **multi-racial, multi-generational, multi-geographical**. CR works to embody and grow leadership by communities and movement leaders who are historically and currently **most impacted by the PIC** – communities of color, especially Black and Indigenous communities, queer and transgender communities, poor/working-class communities, and *particularly people who have direct experience surviving the violence of the PIC* (ie have been locked up in prison, jails or detention centers, have family that are locked up or have survived police violence and state repression). Each meeting and workspace of CR demonstrates our unique membership.

**Since 2020, the organization primarily has been meeting online through digital meeting spaces.** For in-person events, CR is still practicing COVID-safety protocol, asking all in attendance to stay masked when indoors together. CR also provides COVID tests for members to test regularly.

**TO APPLY:** Please send a cover letter, resume, and *relevant* writing sample (5 pages maximum) via email (Word documents or PDF files, please) to: [hire@criticalresistance.org](mailto:hire@criticalresistance.org). Or you can send hard copy applications to:

ATTN: Hiring Committee  
Critical Resistance  
P. O. Box 22780  
Oakland, CA,  
94609

Please send any questions regarding the position to [hire@criticalresistance.org](mailto:hire@criticalresistance.org)