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POSITION NOTICE

Communications Specialist

Posted: January 2023

Reporting to the Chief Marketing Officer, the Communications Specialist will manage all internal and external communications of Charlotte Center for Legal Advocacy (Advocacy Center) and represent the Advocacy Center to the outside world. The Communications Specialist will draft media statements, answer media inquiries, compile publications, plan events, and establish relationships with local media representatives.

Key Responsibilities:

- In coordination with the Chief Marketing Officer, develop and implement a communication strategy that includes media outreach and social media content creation
- Build and maintain relationships with journalists and key external role-players
- Research and write press releases and content for the company website, infographics, blogs, and newsletters
- Acquire and maintain a detailed knowledge of the Advocacy Center's policies, principles, and strategies, and keep up to date with relevant developments
- Create content to drive communication advocacy and manage editorial calendar.
- Facilitate media training for attorneys and advocates, manage media inquiries, identify media opportunities, and provide general Advocacy Center information to media as needed. Arrange and coordinate press conferences and plan events as needed
- Adhere to the Advocacy Center's style guide, ensuring copy is high-quality and error-free
- Work with key internal role-players to brainstorm content ideas, in line with Advocacy Center's strategy and in support of various brand initiatives
- Support and evaluate results of communication campaigns with the team

Qualifications

- Bachelor's degree in communications, journalism, public relations, or a related field
- A minimum of 2 years of experience in communications strategy development strongly preferred
- Exceptional public speaking and writing skills
- Bilingual with proficiency in Spanish highly preferred
- Ability to work well under pressure and meets tight deadlines
- Proficient with Microsoft Office Suite or related software
- Content writing experience for all media platforms strongly preferred
- Proven social media and networking expertise

- Strategic thinker and creative mindset
- Meticulous attention to detail and ability to multi-task
- A portfolio of work available for review preferred
- Keen interest in driving strategic messages to key internal and external role-players

Classification

This position is classified as a full-time, non-exempt position with annual salary beginning at \$40,250, adjusted based on related experience.

Charlotte Center for Legal Advocacy offers a generous leave and benefits package, including medical, dental, and vision coverage at 100% for employees, 22 paid days of General Leave, a minimum of 11 paid holidays, and 100% employer-paid professional liability.

To Apply

Qualified applications should send a cover letter and resume to careers@charlottelegaladvocacy.org. Please note the position for which you are applying in the subject line of your email.

Charlotte Center for Legal Advocacy (CCLA) is committed to the full inclusion of all qualified individuals. As part of this commitment, it is the policy of CCLA to provide reasonable accommodation when requested by a qualified applicant or employee with a disability, unless such accommodation would cause an undue hardship. The policy regarding requests for reasonable accommodation applies to all aspects of employment, including the application process. If reasonable accommodation is needed, please contact Kirsten Morris at kirsten.morris@charlottelegaladvocacy.org

Charlotte Center for Legal Advocacy provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.