



PUBLIC JUSTICE

IMPACT. CHANGE.

National Headquarters 1620 L Street NW, Suite 630, Washington, DC 20036

JOB ANNOUNCEMENT

January 2025

Campaign Strategist

Position Overview

Public Justice seeks an experienced and creative campaign strategist to develop and execute outreach, education and visibility campaigns across the organization's program areas. Public Justice takes on the biggest systemic threats to justice of our time – abusive corporate power and predatory practices, the assault on civil rights, and the destruction of the earth's sustainability. We connect high-impact litigation with strategic communications and the strength of our partnerships to fight these abusive and discriminatory systems and win social and economic justice. In particular, we ensure access to the civil justice system, protect the civil rights of students, boldly lead efforts to reform the industrial agriculture system, fight to end qualified immunity and modern-day debtor's prisons, enforce the nation's most important environmental laws, and much more.

This is a unique and exciting opportunity to put your creative and strategic communications skills to work on some of the most important issues facing our country today.

The Campaign Strategist will work with Public Justice staff to develop and execute a strategy for stakeholder engagement in advocacy and communications efforts that expand the community of advocates engaged in the organization's work, change and shape the national conversation on issues at the heart of Public Justice's mission and deepen our collaboration and partnership with diverse communities. This position will provide high-level, strategic communications support to Public Justice communications and program staff. The ideal candidate should have a strong track record of designing and implementing successful public education and advocacy campaigns. This is a remote position and is open to candidates from anywhere in the country and reports to Public Justice's Vice President of Communications, Marketing & Branding.

Duties and Responsibilities

- Develop a strategic vision from start to finish for campaigns of all sizes, including execution and performance evaluation
- Create comprehensive campaign strategies incorporating tactics for social media, digital video and communications, community partnerships and engagement and other outreach efforts

- Coordinate rapid response communications strategies that ensure Public Justice's voice is effectively heard and is contributing to national debates and conversations around key issues
- Work effectively with a wide variety of stakeholders representing many diverse issues and communities
- Partner with Public Justice communications strategists in key program areas to identify campaign issues, media and other visibility opportunities to elevate Public Justice's voice and work
- Coordinate and execute events related to issue-area campaigns to educate the public and decision-makers about Public Justice's work, recruit new advocates and stakeholders interested in the organization's mission and develop partnerships to support Public Justice campaigns and the organization.
- Assist with the development of an organization-wide communications and engagement plan
- Attending coalition meetings, speak to allied communities and groups and increase grassroots activism on Public Justice issues.
- Build support for reforms by mobilizing Public Justice members and the public through direct outreach

Requirements and skills

- Ability to frame a problem, analyze options, and explain how to find an effective response to fast-breaking political and advocacy issues
- Understanding of modern campaign techniques, media platforms and technology
- Proven ability to coordinate rapid response campaigns related to breaking news or policy issues
- Ability to identify and strategically target key audiences and communities
- Excellent written and verbal communication skills
- Strong organizational, time management and project management skills
- Ability to work in and adapt to a fast-moving, team-oriented virtual environment
- 5-7 years' experience in campaign management or campaign consulting

Salary & Benefits

Public Justice offers a mission-focused work environment, a teamwork and community-oriented approach, and a competitive compensation package. We provide excellent benefits, including three weeks of paid vacation, a four-day work week, two weeks of sick leave, two personal days each year, all federal and some local holidays, employer-paid health, dental and vision insurance premiums, and a 401(k) plan. This is an exempt position with an expected salary range of \$80,000 - \$85,000 per year, depending upon experience.

Public Justice EEO Statement

Public Justice is an equal opportunity employer and values a diverse workplace. We strongly encourage applications from people with disabilities; people of color, including bilingual and bicultural individuals; LGBTQ individuals; people of all genders; veterans; and people of all ages. Public Justice is committed to providing reasonable accommodations to individuals with

disabilities. If you require reasonable accommodations during any part of the hiring process, please email: Lhughes@publicjustice.net.

How to Apply

Interested candidates are required to email a resume, cover letter, a sample work product relevant to the Campaign Strategist position, and contact information for two (2) references to Steve Ralls, VP, Communications, Marketing & Branding, with the subject line 'Campaign Strategist' to sralls@publicjustice.net

Application Deadline

Applicants are encouraged to submit their materials by February 14, 2025, at which point applications will be reviewed on a rolling basis until the position is filled.