



West Virginia

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[www.acluww.org](http://www.acluww.org)

## **CAREER OPPORTUNITY: COMMUNICATIONS AND DEVELOPMENT DIRECTOR** **American Civil Liberties Union of West Virginia**

The American Civil Liberties Union of West Virginia (ACLU-WV) seeks a dynamic, innovative, and passionate individual to serve as its full-time Communications and Development Director. The ACLU-WV is a non-partisan, non-profit public interest organization dedicated to protecting and expanding civil liberties for all people in West Virginia. A major focus of our work is to extend the promise of the Bill of Rights to those groups that have traditionally been denied its protections. We accomplish our goals through litigation, advocacy, public education, and grassroots organizing. Given the policies currently being pursued in Washington and Charleston, we believe that our mission is as relevant and important today as it has ever been.

The Communications and Development Director can anticipate working on issues such as freedom of association, religious liberty, privacy, racial justice, reproductive freedom, LGBTQ rights, criminal justice reform, juvenile justice reform, voting rights and protection from government abuses. The Communications and Development Director reports to the Executive Director who is responsible for the overall programming of the ACLU-WV.

To learn more about the work of the ACLU-WV and the ACLU nationwide, please visit [www.acluww.org](http://www.acluww.org) and [www.aclu.org](http://www.aclu.org).

### **POSITION OVERVIEW**

The Communications and Development Director will lead and expand the ACLU-WV communications and development work and increase the affiliate's visibility across West Virginia. The Communications and Development Director, in coordination with the Executive Director, will be responsible for setting the overall communications and development strategies to advance the ACLU-WV mission. The Communications and Development Director will work closely with peers in the organization, foster relationships among the community, and engage supporters in achieving our mission. The position requires a willingness to work beyond the normal work day, including evening and weekend meetings and events.

### **RESPONSIBILITIES**

#### ***Communications:***

- Create and manage content across all digital platforms to communicate with members, allies, and the public
- Develop written materials in support of issue campaigns and affiliate activities and events
- Develop earned media opportunities with local, statewide and national news outlets
- Collaborate with policy and legal staff in the development of issue-based talking points
- Research and implement tools to enhance internal communication between staff
- Create, edit and manage all content relative to the ACLU-WV website

- Provide media training for staff, issue-based surrogates and spokespeople
- Design graphics for print and digital communications

***Development:***

- Research, identify, cultivate and solicit donors
- Oversee the production of materials for the annual gifts campaign
- Coordinate donor solicitations for Executive Director and Board members
- Develop and submit grant proposals to foundations and corporations
- Plan and organize the ACLU-WV's annual benefit reception/dinner including soliciting sponsors and selling tickets and program book ads
- Cultivate and solicit planned giving
- Create and establish other fundraising efforts
- Maintain donor/member records in the database
- Ensure all gifts are properly tracked within the ACLU's national database
- Prepare annual Revenue Reconciliation reports
- Improve the efficiency and accuracy of the database through database cleanup
- Adhere to strict confidentiality of donor and membership information

***At the discretion of the Executive Director:***

- Recruit, supervise, and work with volunteers and interns
- Handle clerical responsibilities associated with position
- Travel to ACLU conferences and throughout the state when necessary
- Perform other related duties as assigned by the Executive Director

**QUALIFICATIONS**

- A deep and demonstrated commitment to civil liberties and civil rights and strong support for the goals of the ACLU
- Strong written and oral communications skills
- Ability to grasp and communicate complex civil liberties issues in laymen's terms
- Exceptional interpersonal skills, including the ability to work collaboratively with other staff members, and within diverse community organizations and coalitions
- Superb organizational skills; detail-oriented with strong follow-through and the ability to meet tight deadlines
- Creative, results-oriented, self-starting, and willing to learn
- Strong task and time management skills
- Ability to tackle tasks with minimal supervision
- Personal enthusiasm, optimism, and a sense of humor
- Flexibility to adjust to changing circumstances
- A history of working collaboratively and successfully with people and organizations from diverse racial and ethnic backgrounds and a broad range of ideological positions and religious views
- Must be able to ask strangers for large sums of money
- Comfort in using and learning technology
- Flexibility for some travel

**SALARY & BENEFITS**

Salary and title (Communications and Development Coordinator or Communications and Development Director) are commensurate with experience and within the parameters of the ACLU-WV compensation scale. Excellent benefits offered, including generous health

insurance plan, life and long-term disability insurance, 401(k), generous sick, vacation, holiday leave and parking.

### **APPLICATION PROCEDURE**

Submit a letter of interest, resume, and a list of three professional references including contact information, to mail@acluwv.org with a subject line of "Communications and Development Position." Application materials may also be mailed to:

ACLU of West Virginia  
Communications and Development Search  
P.O. Box 3952  
Charleston, WV 25339-3952

### **DEADLINE**

Applications will be reviewed beginning on June 17, 2019 and will be accepted until the position is filled. Applicants are encouraged to apply early. The job announcement will remain posted on our website, www.acluwv.org, until the position is filled. When the position is filled, the announcement will be removed from the website.

***The ACLU of West Virginia is an Equal Opportunity/Affirmative Action employer and encourages women, people of color, people with disabilities and LGBTQ people to apply. We value a diverse workforce and an inclusive culture. The ACLU of West Virginia strongly encourages applications from all qualified individuals without regard to race, color, religion, gender, gender identity or expression, sexual orientation, age, national origin, marital status, citizenship, disability, criminal history, and veteran status.***