

Innocence Project of Florida – Communications Coordinator
June 1, 2018

The Innocence Project of Florida, Inc. (IPF) is seeking a Communications Coordinator with a demonstrated passion for social justice issues, beginning September 2018 in its Tallahassee, Florida office. The Communications Coordinator will be a full-time position and will report directly to the Executive Director. The Innocence Project of Florida is a 501(c)(3) non-profit legal defense organization dedicated to representing Florida prison inmates who can prove their innocence through the use of DNA testing and other newly discovered evidence. IPF is the premier criminal justice organization in Florida and has helped secure the release of numerous individuals who collectively spent over 350 years in prison for crimes they didn't commit.

ESSENTIAL JOB FUNCTIONS:

MANAGING ONLINE CONTENT:

- Coordinate all Internet-based and multimedia communications for the organization, including the organizational website, www.FloridaInnocence.org, constituent email communications, social media, advocacy and web video.
- Coordinate and generate content for the organization's website, blog and social networking sites.
- Work with the Executive Director to ensure that online content is up-to-date and accurate.

COORDINATING SOCIAL MEDIA:

- Develop strategies for building the organization's e-mail list and social network fan base.
- Oversee the organization's video needs, including developing and managing the production of short videos about our work and hiring and overseeing production teams to film hearings and other events.

OVERSEEING THE ORGANIZATION'S PUBLICATIONS:

- Plan, research and draft content for organization print and online publications
- Liaise with graphic designers, photographers, printers and mailing companies to oversee the production of publications.
- Conduct interviews with staff and outside experts and initiate research projects when necessary.
- Maintain the organization's photo archive and assist staff members with photo use as needed.

FACILITATING PUBLIC OUTREACH:

- Develop strategies for engaging our supporters to take action on our legal cases and policy reforms.
- Work with the development staff to increase giving through our websites and social networking sites.
- Manage and oversee the work of communications interns.

QUALIFICATIONS & EXPERIENCE:

- Bachelor's degree in a communications and/or liberal arts field preferred.
- At least 1-2 years online and print communications experience.
- Experience with HTML/CSS coding preferred.
- Familiarity with social networking sites and a passion for using these tools to engage online audiences to take action.
- Familiarity with Photoshop, InDesign and other graphic design software.
- Experience using blast email software.
- Experience with constituent management systems.
- Video production experience preferred.
- The ability to speak and write in Spanish a plus.

KEY COMPETENCIES:

- Excellent writing and editing skills.
- Detail-oriented and superior organizational skills.
- Ability to grasp legal and criminal justice issues and translate those issues into persuasive and easy-to-understand language.
- A strong, demonstrated commitment to remedying injustice on behalf of vulnerable populations in general and to IPF's core mission of finding and freeing innocent people in Florida's prisons.
- Ability to work well with others to achieve shared communication goals.

BENEFITS:

Besides being afforded the opportunity to work in an exciting, dynamic and collegial small-office environment, the Communications Coordinator will receive a competitive public interest salary commensurate with their level of experience; employer-paid health insurance; short- and long-term disability, life insurance; and a generous vacation and sick time allowance.

HOW TO APPLY:

No later than July 2, 2018, please send a cover letter, resume, writing sample, and list of references to Seth Miller at smiller@floridainnocence.org, with "Communications Coordinator Position" in the Subject Line.

The Innocence Project Florida is an equal-opportunity, affirmative-action employer, that strives for diversity among its applicant pool as well as within its staff and board. We do not discriminate in employment decisions based on race, color, religion, sex, gender identity, sexual orientation, national origin, citizenship, age or disability. We strongly encourage people from all backgrounds, especially racial and ethnic minorities, veterans, people with disabilities, and smart people with non-linear/non-traditional experience and educational backgrounds to apply for this position. Most importantly, no matter their background, the person selected for this position must embrace, advocate for, and deeply value equity, diversity, and inclusivity.