



Job Description

Digital Communications Strategist

Department: Communications
Supervisor: Communications Director
Classification: Full-Time Exempt
Supervisory Position: No

This position is covered by a collective bargaining agreement.

Position Overview:

The ACLU of Kentucky—a leader in fighting to end mass incarceration, reduce the size and scope of policing, expand voting rights, increase LGBTQ equity, create racial justice, and achieve reproductive freedom—is seeking a full-time digital content strategist to create and manage the organization’s social media presence and digital content. This is a fantastic opportunity for a communications professional to build on the ACLU of Kentucky’s powerful online presence. We are a passionate, highly motivated group of attorneys, public policy and legislative advocates, fundraisers, community organizers, and communications experts, and we’re looking for exceptional talent to join our team.

The digital communications strategist, alongside the communications director, will serve as a key member of our communications team and as lead on social media management and engagement. In collaboration with and under the supervision of the communications director, the digital content strategist will play a key role in strategizing around and creating digital content to further our litigation, organizing, and advocacy programs.

Primary Responsibilities/Essential Duties:

General

- Support and assist the organization’s internal and external communications programs.
- Collaborate with the legal, development, and advocacy teams and research policies to communicate complex issues persuasively and professionally to varied audiences including media, policymakers, members, and activists, manage visual identity and ACLU brand by working with all teams to ensure all public facing materials have a consistent look, style, and voice.
- Monitor and analyze media coverage and online engagement to maximize engagement opportunities and improve communications strategies.
- Maintain digital workflow platforms for the communications team (Asana, Teams, Sprout Social, etc.)
- Manage team travel, expenses, and merchandise inventory.
- Other projects and duties as assigned.

Digital Communications and Advertising Campaigns

- Work with Communications Director and/or outside vendors to plan, schedule, and implement a digital communications calendar for website content, promotional emails, and social media posts.
- Create and manage day-to-day/breaking multimedia content, including blog posts, advocacy emails, event pages, action alerts, online graphics, online advertising, videos, photography, audio clips, and social media posts.
- Develop and manage organic and paid advertising campaigns, including creative assets (photo, video, audio, graphics), language, ad placement, budgeting, and demographic targeting.
- Analyze online engagement data (website, social media, etc.) to continually improve digital communications strategies. Manage contractor and/or analytics service to collect, analyze, and report data from ACLU-KY digital campaigns, such as social media engagement, online action conversions, email open rates, website visits, and more.
- Conduct split-testing to utilize the most effective messages, placements, images, etc.

Media Relations

- Assist with day-to-day communications during the Kentucky General Assembly, including media relations, testimony, social media management, emails, and more.
- Manage media requests and work with appropriate staff to fulfill the requests in a timely manner. Assist Communications Director with more complex requests.
- Manage all media requests in the absence of the Communications Director.
- Assist Communications Director with press events and rallies, including preparing speakers, logistics, signage, outreach items, advertising, and more.

Printed Outreach

- Work with Communications Director and/or outside vendors to draft, design, and produce written materials and publications, such as newsletters, press releases, factsheets, postcards, invitation packages, event signage, and more.
- Assist advocacy and development teams with creation of collateral materials.

Event Planning and Support

- Work with Communications Director and/or outside vendors to support ACLU-KY events and actions, such as online ads, promotional emails, flyer creation.
- Provide in-person technical assistance at events, and real-time documentation with photography and social media.

Knowledge/Skills



- Critical Thinking: Ability to resolve routine tasks and balance competing work requests within the communications program. Contributes to the analysis and planning of the communications program.
- Decision Making: Sets and executes goals/tasks and manage discrete projects as assigned; exercises high degree of discretion.
- Leadership: Manages up to communications director to align goals and streamline department strategy to meet them.
- Knowledge/skill: Able to retain detailed instructions and ensure that they are carried out accurately in every instance.
- Ability to work well within a team, often in a fast-paced work environment under tight deadlines.
- Excellent computer skills, including proficiency with: Microsoft Office technology (Word, Excel, and Outlook); Bluesky, Facebook, Instagram, LinkedIn and emerging social media platforms; social media listening, analytics, and management tools; and website and email management and analytics tools (Sprout Social, Asana, Meta Business Suite, Google Suite, Canva, and Meltwater are all tools we use at the ACLU of Kentucky).
- Ability to build and sustain relationships with diverse groups, work cooperatively with communities across the political spectrum, and a personal approach that values and respects differences of race, ethnicity, age, gender identity and expression, sexual orientation, religion, ability, socio-economic circumstances, and record of arrest or conviction.
- A clear understanding that working towards systemic change can be a lengthy process.
- Familiarity and comfort with communications approaches that value people-centered, inclusive, humanizing language and visual storytelling.
- Ability to accept constructive feedback.
- A keen eye for graphic design and visual storytelling, and experience creating and editing video content. Photography and audio experience are desirable.
- Excellent writing and editing skills.
- Ability to create basic graphics using Canva or a similar software and to take and edit photos and videos using a mobile phone or similar technology.
- Willingness to use the Oxford Comma.

Qualifications

- At least five years of experience in digital communications, journalism, marketing, public relations, or equivalent combination of education and work experience.

Compensation

The annual salary for this position is \$71,632.



We understand how vital our work is and at the same time understand the toll engaged activism can take. Our goal is to retain staff, and we believe that having a robust benefit offering is vital in meeting that goal. Our benefits include paid vacation in addition to 20 office holidays, a monthly All-Staff Day of Rest, and four floating holidays scheduled at the employee's discretion; paid sick leave, fully employer-paid medical, vision and dental insurance for staff members, life and long-term disability insurance; 401(k) plan with employer match; and FSA Healthcare savings plan options.

How to Apply

To apply, please send the following to angela@aclu-ky.org (All attachments should be in .doc or .pdf format):

- Letter of interest/cover letter answering the following questions:
 - Why do you want to engage in this work through the ACLU of Kentucky?
 - What is something you think the ACLU of Kentucky could improve on in our communications?
- CV/Resume
- Three professional references (relationship, email address, and phone numbers)

The priority deadline for applications is April 18, 2025. Applications will be accepted after this date, but applicants may not be contacted if a successful candidate is identified.

Accommodations

The ACLU of Kentucky is an equal-opportunity employer. We value a diverse workforce and an inclusive culture. ACLU-KY encourages applications from all qualified individuals without regard to race, color, religion, gender, sexual orientation, gender identity or expression, age, national origin, marital status, citizenship, disability, veteran status, and record of arrest or conviction. We encourage applicants with disabilities who may need accommodations in the application process to contact: T Gonzales, Deputy Director, tgonzales@aclu-ky.org.