POSITION AVAILABLE

Communications Director

ORGANIZATION

At New Jersey Future (NJF), we believe that great places help build great lives. To help create and preserve our great places, we promote sensible and equitable planning, redevelopment, and infrastructure investments that foster vibrant cities and towns; protect natural lands and waterways; enhance transportation choices; support a strong economy; and provide access to safe, affordable, and aging-friendly neighborhoods for everyone. We do this through original research, innovative policy development, coalition-building, advocacy, and hands-on strategic assistance. Embracing differences and advancing fairness is central to our mission and operations, and we are firmly committed to pursuing greater justice, equity, diversity, and inclusion in our work and culture. NJF offers a fast-paced and supportive work environment and is located in downtown Trenton, NJ. For more information, visit www.njfuture.org.

SUMMARY

New Jersey Future seeks an experienced Communications Director with particular skills and experience in advancing public policy campaigns and advocacy agendas. The Director will provide: 1) overall communications management, coordination, and direction, and 2) lead all communications policy advancement work. The successful candidate will have experience strategically managing communications programs and staff, and advancing policy advocacy initiatives. The Director will supervise the Communications Manager, who supervises the Social Media and Communications Coordinator. The Director reports to the Executive Director.

RESPONSIBILITIES

The Director will bring experience and skills in coordinating, driving, managing, and implementing the organization's overall communications strategy. The Director is responsible for developing and executing strategic communications projects that advance the advocacy goals and mission of New Jersey Future. The Director's work will inspire, inform, and move people to action.

- Coordinate all communications work across the organization's communications goal areas: policy advocacy, thought leadership, public relations, audience growth and engagement, service marketing, and fundraising.
- Hire and supervise communications staff and contractors; provide clear goals, feedback, and professional development.
- Manage departmental budget and ensure efficient use of resources.
- Develop, coordinate, and implement a comprehensive communications strategy that aligns with the organization's strategic priorities.
- Develop goals and key performance indicators to track and monitor the impact, effectiveness, efficiency, and performance of the organization's communications.
- Implement systems that track and manage the communications activities for the organization.
- Partner with leadership and HR to enhance internal communications that strengthen staff engagement and organizational culture.
- Advocacy Communications Strategy. Develop communications strategies tied to specific policy and legislative goals, identifying target audiences, decision-makers, messengers, messages, tactics, and key moments of influence throughout a campaign.
- Legislative and Policy Communications. Work closely with policy and advocacy staff to translate legislative, regulatory, and budget developments into timely communications strategies and

materials, including testimony, policy briefs, fact sheets, action alerts, stakeholder communications, and materials for decision-makers.

- Campaign Narrative and Message Strategy. Develop persuasive narrative frameworks and message architecture that connect NJF's policy proposals to people's lived experiences, anticipate opposition arguments, and equip staff and partners to communicate consistently and effectively.
- Coalition Communications. Develop communications infrastructure for advocacy coalitions, including shared messaging, talking points, communications calendars, partner toolkits, rapid-response protocols, and systems for coordinating communications around legislative and regulatory moments.
- Advocacy Measurement and Learning. Establish meaningful measures of communications effectiveness for advocacy campaigns and use results to assess whether communications are reaching priority audiences, generating action, strengthening coalitions, and contributing to policy momentum.

QUALIFICATIONS

- Motivated by the organization's issues and a strong mission-driven work ethic.
- Experience successfully and inclusively supervising staff, leading and mentoring team members, and managing cross-functional collaborations, including a demonstrated track record of working well in a diverse, collaborative team environment.
- Results- and detail-oriented critical thinker with demonstrated ability to plan, track, and meet goals on time and to develop and execute strategic communications plans.
- High-energy approach and strong desire to see policy change happen, with at least 5 years of experience in advancing public policy campaigns and advocacy agendas, ideally within the nonprofit policy sector.
- Excellent writing, editing, and storytelling skills, with the ability to communicate complex ideas clearly and concisely to inform and engage various audiences.
- An understanding of media trends and best practices for story pitching, message development, and storytelling, including demonstrated experience working with the media, including during breaking news and in rapid response environments.
- Ability to work diplomatically, calmly, strategically, decisively, and collaboratively under pressure, especially with short turnaround times for breaking news or fast-moving legislative actions.
- Familiarity with communications tools such as Adobe Creative Suite, Canva, social media platforms, website back-end platforms, email marketing software, and managing modern digital advocacy tools (Ujoin preferred).
- Knowledge of New Jersey's political environment and public policy landscape.

COMPENSATION: The salary for this full-time position is in the range of $75,000 - $105,000 and depends on the candidate's experience and skills. Salary is negotiable.

BENEFITS: New Jersey Future values high standards and excellence, along with a healthy work-life balance by offering flexible, family-friendly employment policies. Our competitive benefits package for full-time employees includes 100% employer-sponsored medical, dental, vision, life insurance, short- and long-term disability insurance coverage for staff and partial sponsorship of dependents. In addition, we offer a generous health reimbursement account and options for pre-tax flexible spending accounts for medical and dependent care costs. New Jersey Future employees enjoy a defined contribution 401(k) retirement plan with a variable employer match, flexible work schedules including the opportunity to work partially remotely, generous paid time off policies, and paid holidays. To encourage use of public and active transportation, we offer commuter transit subsidies and access to a company car for work meetings. New Jersey Future is committed to the growth and development of staff and fostering a creative, inclusive workplace culture.

New Jersey Future employees are working on a hybrid work-from-home and in-office schedule.

APPLICATION: Interested and qualified candidates should submit a cover letter and a resume using our career page. Applications will be reviewed on a rolling basis. If selected to advance, a brief writing sample that is original content (not edited or contributed to by someone other than the applicant) will be required, and a brief assignment may be given. Relevant references will also be required. NJF is currently unable to sponsor or take over sponsorship of an employment visa at this time. If hired, employment eligibility verification will be carried out upon selection.

At New Jersey Future, we embrace differences and advance fairness as a means to nurturing powerful ideas and realizing meaningful social change. All qualified candidates are encouraged to apply and will be considered for employment without regard to race, color, religion, sex, sexual orientation, gender identity, or national origin.