



Position: Strategic Communications Manager
Reports to: Director of Operations & Executive Director
Location: Washington, DC

Summary of Position

The National Juvenile Defender Center (NJDC) is a nonprofit organization dedicated to promoting justice for all children by ensuring excellence in juvenile defense. Through community building, training, and policy reform, we provide national leadership on juvenile defense issues with a focus on curbing the deprivation of young people's rights in the court system.

Our reach extends to urban, suburban, rural, and tribal areas, where we elevate the voices of youth, families, and defenders to create positive case outcomes and meaningful opportunities for children. We also work with broad coalitions to ensure the reform of juvenile courts includes the protection of children's rights — particularly the right to counsel.

The Strategic Communications Manager is responsible for crafting organizational messaging, overseeing editorial excellence, and working with leadership to implement a communications strategy that is creative, forward-thinking, and reflective of NJDC's vision.

NJDC is seeking an experienced candidate who loves to write and wordsmith, thinks critically, and is eager to build a career at the intersection of storytelling and social change. The position encompasses a diverse set of responsibilities, including:

Communications Responsibilities

- Research, draft, and edit compelling content to communicate NJDC's mission, priorities, vision, and fundraising goals
- Build a communications plan to elevate the work of NJDC through published materials and new, innovative mediums and social media platforms
- Field calls from media and prepare talking points, press releases, and statements
- Write and edit newsletter
- Regularly post to social media, and create digital content that reflects the voice and brand of NJDC
- Oversee the publication process, from conceptual strategy to design and print
- Manage and organize NJDC websites
- Contribute bold, creative ideas

Development Responsibilities

- Coordinate annual giving campaigns
- Partner with development team to cultivate new donors
- Draft grant and funding proposals
- Coordinate special fundraising events, design and manage sponsorship and underwriting strategies

Required Skills & Qualifications

- College degree
- 3 - 5 years of professional office experience
- Excellent writing and editing skills
- Proven passion for creative storytelling
- Skeptical of “status quo” language; a willingness to push the boundaries of messaging
- Strong eye for design fundamentals
- Experience planning and implementing publication release strategies and digital media campaigns
- Ability to balance multiple projects and work under tight deadlines
- Commitment to youth justice issues and/or related social justice causes
- Demonstrated ability to engage and cultivate relationships with diverse constituents
- Interest in collaborative teamwork, while also able to operate autonomously under minimal supervision
- Occasional evening or weekend work required
- Graphic design skills a plus
- Experience with Adobe Creative Suite a plus

Application Instructions

Please send your resume, cover letter, and two writing samples to inquiries@njdc.info with “Strategic Communications” in the subject line. No calls please.

Position is open until filled. Salary is commensurate with experience, and NJDC provides a competitive benefits package.

NJDC is an equal employment opportunity employer and will comply with all applicable laws prohibiting discrimination based on race, color, religion, national origin or ancestry, sex, age, marital status, personal appearance, sexual orientation, gender identity or expression, familial status or family responsibilities, physical or mental disability, genetic information, veteran status, matriculation or political affiliation, and any other basis protected by federal, state, or local laws.