



Position Announcement

ACLU of Florida Public Information Officer (Spanish Language Fluency Required) December 22, 2011

The American Civil Liberties Union of Florida (ACLU-FL) seeks an experienced communications professional to serve as Public Information Officer (PIO).

The ACLU-FL is a statewide affiliate of the national ACLU with headquarters in Miami and Regional Offices in Tampa, Pensacola and Jacksonville. The ACLU of Florida's mission is to defend and expand civil liberties and civil rights in Florida. There are 18 ACLU-FL chapters led by volunteer activists, as well as thousands of members and supporters who take action online and in other ways as part of ACLU issue campaigns.

The ACLU litigates a broad range of complex constitutional cases in federal and state courts, and engages in public education and legislative advocacy -- often in coalition with other organizations -- on a number of civil rights and civil liberties issues.

The PIO will be responsible for designing and executing ACLU-FL communications strategies and media presence in Spanish-language media throughout Florida. The PIO will be an official spokesperson for the ACLU-FL. The PIO reports to the ACLU-FL Communications Director and will work closely with other ACLU-FL staff to advance ACLU programs and issues through the media and other mediums. (This is a temporary position with funding available through March 31, 2013.)

The Public Information Officer's responsibilities include:

- Designing Spanish language outreach strategy for the ACLU-FL, as well as responding to media requests from Spanish language media outlets;
- Forging and maintaining relationships with reporters and overseeing responses to media inquiries, and growing the media contact database;
- Expanding the visibility of the ACLU in Spanish-language and other media and ensuring that ACLU messages are delivered accurately and professionally;
- Supervising and writing/disseminating news releases, letters-to-the-editor, and guest opinion editorials in Spanish and English as directed;

- Designing new or modifying existing ACLU-FL materials to reach target audiences, and
- Maintaining the Spanish-language sections of the ACLU-FL website.

The ideal candidate will have the following qualifications:

- Substantial experience (minimum of three years) in public policy communications strategy and media relations;
- Excellent writing and editing skills in Spanish and English, as well as strong oral communication skills;
- Familiarity and/or expertise in a broad range of civil liberties issues, including racial justice, voting rights, LGBT rights, reproductive freedom, freedom of speech and freedom of expression, religious freedom, criminal justice issues including drug policy, and the death penalty;
- Ability to work well with other departments and offices locally, statewide and nationally on a variety of subjects, as well as professional experience in a fast-paced and rapidly evolving work environment, and
- Excellent word processing, database, and Internet research skills.
- Fluency in Spanish (speaking, writing and reading) is required.

Salary and Benefits:

Salary commensurate with experience. Excellent benefits package provided.

Application Procedure:

Interested persons should submit a cover letter, resume, and two writing samples (in Spanish) to:

jobs@aclufl.org or send the same to:

Attn: Derek Newton, Communications Director
ACLU of Florida, 4500 Biscayne Blvd., Suite 340
Miami, FL 33137

No calls please. Applications will be accepted until the position is filled.

The ACLU-FL is an affirmative action/equal opportunity employer. Women, people of color, ethnic minorities, persons with disabilities, and lesbian, gay, bisexual and transgender people are encouraged to apply.