

Communications Director

MIRA's Director of Communications (DoC) is a creative and strategic professional, an excellent writer, and experienced in both public media and institutional communications. The DoC is a strategic thinker, advancing advocacy for all immigrants, refugees, and their allies in the Commonwealth by effectively communicating the issues, advocacy, and work of the coalition. This position is full-time in a hybrid work model. The right candidate will bring forth a love for communications, messaging, and a passion to uplift MIRA's mission.

The DoC works closely with the Executive Director, Sr. Director of Advancement, and other departmental directors at MIRA. The DoC advances MIRA's mission by building, presenting, and executing a strategic communications plan, gaining earned media, and being able to respond quickly and knowledgeably to immediate issues revolving around immigration.

They will collaborate across departments and support the Executive Director who is MIRA's primary media spokesperson, as well as with other key public-facing figures at MIRA. The DoC provides strategy, develops creative materials, creates content for press and digital platforms, oversees graphic work, maintains and updates the MIRA website, and produces weekly and monthly communications for key constituencies. This DoC manages the communications team made up of a Communications Coordinator and communications interns throughout the year.

Responsibilities:

- Develop and implement a communications strategy for MIRA across multiple channels to advance MIRA's advocacy agenda while strengthening its brand identity.
- Manage the Communications Coordinator, who is responsible for maintaining and growing MIRA's digital presence (Twitter, Facebook, Instagram, YouTube, and website), and design work.
- Manage media relations, including cultivating media contacts, responding to media inquiries, preparing press releases and media advisories as needed, and serving as MIRA spokesperson as needed.

Essential Functions:

- Preparing press releases and media advisories as needed, and serving as MIRA spokesperson as needed.
- Develop internal and external messaging for MIRA, including talking points, weekly email newsletter, handouts, flyers, and development materials such as the Annual Report.
- Employ metrics and workflow planning to gauge and optimize the growth of MIRA's audience and reach.
- Prepare event memos including talking points and/or speeches for the Executive Director and other staff as needed for press interviews and speaking engagements.

- Identify and capitalize on opportunities and build a sustainable strategy to secure and grow media coverage, including preparing press statements and organizing press conferences or media roundtables.
- Promote, support, and manage in-person events to maximize participation, coverage, and engagement while working collaboratively with other teams involved in event planning
- Maintain constant communication with MIRA department directors and coalition partners to meet their needs and identify opportunities for media coverage.
- Monitor media coverage and track closely MIRA's earned media coverage.
- Manage communications vendors and interns as needed.

Essential Knowledge, Skills & Abilities:

- Exceptional verbal, written, digital, multimedia, and interpersonal communication skills.
- Excellent speaking and presentation skills.
- Proficient with graphic design software such as Adobe Suite, Mailchimp, and WordPress.
- Experience managing a website, and leading social media campaigns.
- Excellent organizational skills and attention to detail.

Education and Experience:

- Bachelor's degree in public relations, journalism, marketing, or a related field.
- At least 5 years of media relations and strategy experience, with a portfolio of professional work to be submitted with the applicant's resume and cover letter, such as writing samples, policy briefs, social media campaigns, etc.
- Deep commitment to MIRA's vision and mission, embracing the focus on rights, and social justice.
- Success in achieving measured goals.
- Experience working with diverse communities.
- Understanding of political issues and policies around immigration in the US.
- Bicultural and bilingual preferred.
- Must be able to work flexible hours and some evenings and weekends as needed.

Salary Range:

The salary range for the position is \$75,000-85,000 depending on experience

To Apply: To apply, email hrrecruiting@miracoalition.org with a resume, cover letter, with "Communications Director" in the subject line of the email.

MIRA is an equal opportunity employer that celebrates diversity and seeks a broad representation of the communities served within its staff.

