



**INNOCENCE PROJECT OF FLORIDA, INC.**  
*Unlock the Truth*

1100 East Park Avenue  
Tallahassee, FL 32301  
Phone: (850) 561-6767  
Fax: (850) 561-5077  
[www.floridainnocence.org](http://www.floridainnocence.org)

**Innocence Project of Florida – Communications and Community Outreach Coordinator**  
**December 15, 2022**

The Innocence Project of Florida, Inc. (IPF) is seeking a Communications and Community Outreach Coordinator with a demonstrated passion for social justice. The Communications and Community Outreach Coordinator position will be a full-time position in a flexible/hybrid environment (remote and in-office) and will report to the Finance and Human Resources Manager. The Innocence Project of Florida is a 501(c)(3) non-profit legal defense organization dedicated to freeing the wrongfully convicted and helping them rebuild their lives. IPF is the premier criminal justice organization in Florida and has helped secure the release of numerous individuals who collectively spent over 588 years in prison for crimes they didn't commit.

**JOB RESPONSIBILITIES**

***MANAGE ONLINE CONTENT:***

- Coordinate all Internet-based and multimedia communications for the organization, including the organizational website, [www.FloridaInnocence.org](http://www.FloridaInnocence.org), constituent email communications, social media, advocacy and web video;
- Supervise Creative Content Specialist to ensure content is developed and executed according to schedule;
- Research, implement and facilitate use of new technologies for communicating with IPF's supporters, including IPF's periodic "Inside Innocence" program;
- Manage and respond to public communication-related inquiries.

***COORDINATE SOCIAL MEDIA:***

- Develop strategies for building the organization's e-mail list and social network fan base, to be executed by the Creative Content Specialist;

***OVERSEE THE ORGANIZATION'S PUBLICATIONS:***

- Plan annual calendar for organization's print and online publications;
- Research and draft content for organization print and online publications;
- Liaise with graphic designers, photographers, printers and mailing companies to oversee the production of publications as needed to support the Creative Content Specialist;
- Possess general knowledge of copyright law and fair use to ensure compliance when using photos;
- Conduct interviews with staff, former clients and outside experts, and initiate research projects when necessary;
- Possess knowledge of plain language standards, AP Style, and appropriate social justice lexicon/glossaries for use in public-facing materials.

***FACILITATE PUBLIC OUTREACH:***

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- Develop strategies for engaging our supporters to take action on our legal cases and policy reforms, including community and corporate events, etc.;
- Work with the development staff to increase giving through our websites and social networking sites, including the design of digital and print event promotions and marketing materials;
- Cultivate relationships with IPF's Board of Directors and current and former clients;
- Manage and oversee the work of communications interns.

### **MANAGE MEDIA OUTREACH:**

- Develop and facilitate press releases as appropriate for IPF events and litigation events;
- Cultivate relationships with members of media;
- Place stories and op-eds in print and digital media;
- Manage media requests and opportunities.

Additionally, the Communications and Community Engagement Coordinator will be required to:

- Attend training and professional development programs, as assigned; and
- Attend IPF public events, as assigned, to properly document events and coordinate public communications and media.

### **QUALIFICATIONS & EXPERIENCE**

- Bachelor's degree in a communications and/or liberal arts field preferred.
- At least 3-5 years print and online communications experience
- Familiarity with social networking sites and a passion for using these tools to engage online audiences to take action.
- Experience with email marketing.
- Experience with constituent management systems.
- The ability to speak and write in Spanish a plus.

### **KEY COMPETENCIES**

- Excellent writing and editing skills.
- Detail-oriented and superior organizational skills.
- Ability to grasp legal and criminal justice issues and translate those issues into persuasive and easy-to-understand language.
- A strong, demonstrated commitment to remedying injustice on behalf of vulnerable populations in general and to IPF's core mission of finding and freeing innocent people in Florida's prisons.
- Ability to work well with others to achieve shared communication goals.

### **COMPENSATION:**

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The anticipated salary range for this position is \$55,000-\$65,000

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## **BENEFITS:**

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Besides being afforded the opportunity to work in an exciting, dynamic and collegial small-office environment, the Communications and Community Outreach Coordinator will receive a generous public interest salary commensurate with their level of experience; full health insurance coverage (with ability to add family coverage for additional salary withholding), short- and long-term disability coverage, life insurance and a generous vacation and sick time allowance.

## **HOW TO APPLY:**

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Please submit resume, cover letter, writing sample, and list of references to application at [www.floridainnocence.org/employment](http://www.floridainnocence.org/employment)

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*The Innocence Project Florida is an equal-opportunity, affirmative-action employer, that strives for diversity among its applicant pool as well as within its staff and board. We do not discriminate in employment decisions based on race, color, religion, sex, gender identity, sexual orientation, national origin, citizenship, age or disability. We strongly encourage people from all backgrounds, especially racial and ethnic minorities, veterans, people with disabilities, and smart people with non-linear/non-traditional experience and educational backgrounds to apply for this position. Most importantly, no matter their background, the person selected for this position must embrace, advocate for, and deeply value equity, diversity, and inclusivity.*

*Please remember the Innocence Project of Florida in your will and other estate plans.*