



T E X A S
Alliance for Life

Communications Assistant Job Description

Texas Alliance for Life (TAL) is a statewide, nonpartisan, nonprofit organization based in Austin. TAL is committed to protecting innocent human life from conception through natural death using peaceful, legal means. Applicant must passionately share these views.

The purpose of this position is to effectively communicate our pro-life messages to various audiences, including the news media, Texas Legislature, leaders and activists, and the public through news releases, Op Ed pieces, web sites, emails, social media, and conventional print media. Duties include writing and editing communications including online content, articles, newsletter, brochures, fliers, etc. Salary based on level of proficiency and experience. **Position is fulltime and includes medical insurance, if required;** hours may be flexible.

Essential job functions

- Media Relations:
 - Update media outlets and contact database.
 - Track media exposure.
 - Proactively increase positive exposure of organizational issues, accomplishments, and events.
 - Prepare and send news releases.
 - Initiate meetings w/ reporters and w/ editorial boards.
 - Write, edit, and distribute Op Ed pieces.

- Organizational Communications:
 - Update/maintain website content.
 - Effectively use social media.
 - Creative graphical design.
 - Photograph and edit organization events.
 - Create promotional videos and graphics.
 - Write, edit, and coordinate newsletter content and layout.
 - Write, edit, and send mass emails.

- Create/edit brochures, fliers and other organizational publications such as speeches, talking points, letters, and marketing materials.
 - Deliver speeches to a variety of audiences.
- General Tasks
- Maintain on-going news clips files.
 - Answer phone.

Qualifications:

- ◆ Bachelor's degree or equivalent; prefer Journalism, Communications, Advertising, English, or Political Science.
- ◆ Three years of relevant experience preferred.
- ◆ Strong command of English language (i.e., grammar, usage, writing, editing, proofreading; writing with clarity and logical presentation of contents; stylistic correctness and consistency).
- ◆ Proficiency with using social media, including Facebook and Twitter.
- ◆ Strong creative skills including graphic design, photography, and video editing.
- ◆ Skill in working with and managing volunteers.
- ◆ Skill in managing a budget and projects with multiple vendors.
- ◆ Working knowledge of Texas Legislature.
- ◆ Strong public speaking skill.
- ◆ Strong organizational skills.
- ◆ Ability to work independently as a self-starter and as an effective team member.
- ◆ Ability to work well under tight deadlines.
- ◆ Ability to write materials for multiple audiences.

Proficient use of:

- ◆ Social media, including Facebook and Twitter.
- ◆ MS Word, Excel, and PowerPoint in a Windows environment.
- ◆ Online content management software: WordPress and HTML.
- ◆ Graphic design software: Illustrator, Photoshop, and InDesign.
- ◆ Video editing software.
- ◆ Bilingual in Spanish a plus.
- ◆ Media tracking software.
- ◆ Database software.

Please send cover letter and resume to info@texasallianceforlife.org.