



State Headquarters
2966 Woodward Avenue
Detroit, MI 48201
Phone 313.578.6800
Fax 313.578.6811
E-mail aclu@aclumich.org
www.aclumich.org

Legislative Office
115 West Allegan Street
Lansing, MI 48933
Phone 517.372.8503
Fax 517.372.5121
E-mail aclu@aclumich.org
www.aclumich.org

West Michigan Regional Office
1514 Wealthy St. SE, Suite 260
Grand Rapids, MI 49506
Phone 616.301.0930
Fax 616.301.0640
Email aclu@aclumich.org
www.aclumich.org

Communications Strategist

For over one hundred years, the ACLU has been at the forefront of every major civil liberties fight in our country's history. The ACLU of Michigan, founded in 1959, is a nonprofit, nonpartisan, public interest organization dedicated to the defense and expansion of civil liberties and civil rights in Michigan. Whether it's reducing the prison and jail population, achieving full equality for the LGBTQ community, reducing immigration detention, or ending unjust laws that strip people of their fundamental right to vote, we take up the toughest civil liberties issues to defend all individuals from government abuse and overreach. We are a passionate, highly motivated group of lawyers, public policy experts, lobbyists, community organizers, communicators, and fundraisers, and we're looking for exceptional talent to join our team.

This is an incredibly exciting time to join the ACLU of Michigan. As an organization, we believe that our work in becoming a more equitable, diverse, and inclusive workplace that centers a sense of belonging is a perpetual journey rather than a destination.

Position overview:

The Communications Strategist works closely with colleagues across the Communications, Legal, and Political departments to create and execute media strategies and support digital strategy. This person should have a keen sense of how media relations work, expert writing skills, and a deep passion for social justice issues. This is a full-time position reporting directly to the Deputy Communication Director and based at our Detroit office.

Major Duties and Responsibilities:

- Create and execute communications strategy in concert with program staff and across departments.
- Build an effective communications strategy that mobilizes supporters, inspires and persuades target audiences, and isolates opposition to advance advocacy goals.
- Proactively lead production of communications content, including talking points, media advisories, press releases, op-eds, letters to the editor, blogs, emails, remarks and quotes, in addition to providing digital content support.

Media Strategy and Editorial Support:

- Collaborate across departments and teams to create and execute traditional media plans for priority issue areas, litigation, legislative advocacy, reports, and special projects.
- Cultivate relationships with reporters, secure media coverage and respond to incoming media requests; develop and pitch stories.

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- Respond to breaking news and lead rapid response, often requiring sensitive judgment calls in emerging civil liberties and civil rights crises, including occasionally after hours and on weekends
- Identify opportunities for ACLU involvement and amplification through media monitoring.
- Develop messaging that is guided by ACLU values, best practices, research, and polling.
- Support spokespeople, including clients and colleagues, through media preparation and training.
- Plan, staff, and manage events with media, including press conferences, rallies, and reporter briefings.
- Draft collateral for media, including press releases and advisories.
- Draft letters to the editor and op-eds as needed.

Digital Support:

- Support the execution of digital strategy across campaigns, litigation, legislative advocacy, reports, and special projects.
- Propose and/or co-develop digital collateral, including multimedia products, blog posts, website and social media copy, reports, and one-pagers.
- Ensure the Communications Department's digital team is aware of key moments, messages, and updates for your assigned issue areas.
- Co-lead the tracking of communications activities, including media engagement and outreach, press events, and building analytics reports.
- Identify digital opportunities and work in coordination with digital colleagues to conceptualize, script and produce content relating to civil liberties and civil rights issues.
- Help flag social media developments requiring press or social media responses for colleagues during rapid response moments.
- Support paid digital ad plans that supplement communications strategy.

Experience and Qualifications:

- At least three years of media experience or related field including public relations or marketing;
- Exceptional writing and communications skills, including ability to translate complex ideas into understandable messages that inform, engage and persuade targeted audiences;

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- Ability to apply political acumen in identifying target audiences for communications tactics that influence policymakers and shape policy decisions on key ACLU issues;
- Bring strong news judgment and ability to understand and stay abreast of an evolving political landscape;
- Exceptional organization skills with an ability to work collaboratively in a fast-paced environment while managing several projects;
- A strategic, creative, and forward-looking thinker, who is nimble in their approach and able to manage shifting priorities;
- Experience using public opinion research to frame issues and develop messages a plus;
- Experience with or commitment to ethical storytelling; and
- Ability to work flexible hours and travel when necessary.

Personal Characteristics:

- Committed to advancing the ACLU's values, mission, goals and programs, with an understanding of the range of civil liberties issues and their implications;
- A commitment to diversity, equity, and inclusion;
- Values the individual and respects differences of race, ethnicity, age, gender identity and expression, sexual orientation, religion, ability, and socio-economic circumstance; and
- A team player that inspires collaboration, functions decisively, and aspires to grow professionally.

Compensation and Benefits:

This position has a salary of \$75,000 annually. Excellent benefits, including health, vision, and dental insurance and a 401(k)-retirement plan with matching contributions, an individual professional development budget, and an employee assistant program are provided. The ACLU also facilitates a wide range of nationwide employee resource groups.

The ACLU of Michigan values the flexibility of hybrid work while maintaining strong in-person collaboration. Team members are expected to work at the office one day a week and live within reasonable commuting distance to ensure they can support urgent onsite needs when necessary.

We want to hear from you:

We know that not all strong candidates will have every skill we list. That's OK. We still

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want to hear from you. Research shows that women, non-binary people, and people of color are less likely to apply for a position if they don't meet every skill listed. At the ACLU of Michigan, we believe our collective differences enable us to make better decisions, drive innovation, and deliver better programmatic results. We are committed to creating a diverse, inclusive, and equitable state and nation, and we know that begins with us doing the work ourselves.

How to Apply:

Send a cover letter, resume, and writing sample to openpositions@aclumich.org. We will begin reviewing job applications August 27, 2026. Applications will be accepted until the position is filled.

Equal Opportunity Employer:

The ACLU of Michigan is an equal opportunity employer. We value a diverse workforce and an inclusive culture. The ACLU encourages applications from all qualified individuals without regard to race, color, religion, gender, sexual orientation, gender identity or expression, age, national origin, marital status, citizenship, disability, veteran status, or record of arrest or conviction.

The ACLU of Michigan is committed to providing reasonable accommodation to individuals with disabilities. If you are a qualified individual with a disability and need assistance applying online, please call 313-578-6800 or mail a letter to 2966 Woodward Ave., Detroit, MI, 48201. If you are selected for an interview, you will receive additional information regarding how to request accommodation for the interview process.