

Position Description
Communications Coordinator
Full-time, Exempt

The New Jersey Association for Justice seeks a creative, energetic Communications Coordinator to play a key role in outreach, communications, and marketing efforts for the organization. This team member will support efforts to engage and educate NJAJ's attorney members and the public through web content, email, social media, print and digital publications as well as at on-site and virtual meetings and events.

THE ORGANIZATION

The New Jersey Association for Justice (NJAJ) represents over 2,700 trial attorney members throughout the state of New Jersey. NJAJ advocates for the preservation of the civil justice system, the protection of the rights of consumers and the education and professional development of its members. NJAJ also maintains an affiliated political action committee that works closely with NJAJ's volunteer legislative committee. The organization as a whole works to ensure members hold wrongdoers accountable and achieve justice for their clients in the courtroom, even against powerful interests.

NJAJ offers:

- **Membership:** Top attorneys in New Jersey join NJAJ to protect their practice and the rights of their clients and all the citizens of the state. Their support is critical in supporting NJAJ's advocacy efforts.
- **Advocacy:** NJAJ works year-round to educate and inform opinion leaders, legislators, and the judiciary and actively support bills and legislative candidates to protect the civil justice system.
- **Education:** NJAJ provides numerous valuable educational opportunities to its members. Educational offerings include seminars in various specialty fields of plaintiff's law, continuing legal education ("CLE") programs, targeted publications, as well as an annual convention for members.

ESSENTIAL JOB RESPONSIBILITIES

Marketing & Communications

- Develop and produce collateral and digital content related to NJAJ programs, legislative advocacy, membership, and events (brochures, email, web and social media copy)
- Proofread and edit written and online communications and ensure NJAJ brand and communication standards are upheld
- Identify proposed targets for programs and communications and establish processes for measuring marketing campaign effectiveness
- Ensure NJAJ website is up to date and assist with online content development strategy and production
- Monitor NJAJ List Servers for content that should be shared with other staff, board or requires follow up
- Oversee and implement social media posts, strategy, and advertising including NJAJ Facebook, Instagram, twitter, LinkedIn, and YouTube channels and analyze metrics to inform strategy

- Monitor trends and best practices in the greater association community as well as bar association/legal fields to inform NJAJ's programs; attend professional development and networking events as appropriate
- Ensure appropriate recognition of NJAJ sponsors through marketing, online media, and signage

Publications

- Assist with coordination and proofreading/editing of NJAJ's monthly newsletter *In Brief*

Programs & Events

- Provide assistance at in-person and virtual events, which may include set up, running slide presentations, taking photos and video, and running Zoom webinars and meetings
- Draft event slide presentations, handouts, and pre- and post-event follow up emails to attendees

Office Assistance

- Answer telephones, route calls to appropriate individuals, and take messages as needed
- Ensure marketing collateral is up to date in office space and at events

Qualifications

- Commitment to NJAJ's mission, purpose, and values.
- Experience in marketing and/or communications management and planning.
- Excellent grammar and writing skills including proofreading and editing.
- Strong time management skills with the ability to multi-task, prioritize competing tasks or projects, and meet deadlines in a fast paced, demanding environment.
- Resourceful, proactive, and self-motivated with a collaborative, team player mentality.
- Must have reliable transportation with the ability to travel locally in New Jersey for events.
- Ability to work remotely and the flexibility to work outside of normal business hours on occasion to assist with the set up/breakdown of events.
- Social media content development experience preferred.
- Experience with at least one email marketing tool, preferably Higher Logic, desired.
- Competence in all applications within Microsoft Office Suite required.

New Jersey Association for Justice offers a competitive salary and benefits package to include:

- Salary commensurate with experience, with generous benefits and flexibility
- Medical, Dental, Insurance fully paid for employee
- 401k with % match
- 12 Paid Holidays and Generous PTO Package
- Free Parking and Travel Reimbursement

This position is open to all qualified applicants. NJAJ values diversity, equity and inclusion and we are committed to integrating these core values more deeply into all elements of our daily work. NJAJ is an equal opportunity employer and highly encourages people of all backgrounds to apply.

TO APPLY:

- Qualified candidates interested in being considered should email cover letter and resume to Cornelius Larkin, clarkin@nj-justice.org
- Applications will be accepted on a rolling basis