

# Allied Media Projects is hiring a Communications Director!

June 2020

## Background

Allied Media Projects (AMP), created approximately 20 years ago, cultivates media for liberation. Rooted in Detroit and connected globally, AMP is a network of media makers, artists, educators, and technologists working for social justice. Through its programs, AMP envisions and attempts to model a world in which we cultivate care and joy, dismantle harmful systems, and assume responsibility for creating new and liberatory ways of being.

## AMP's current programs include:

- The Sponsored Projects Program which provides fiscal sponsorship, training and capacity building to people and projects aligned with AMP's mission;
- The Allied Media Conference, a convening of AMP's vast network where participants celebrate, strategize and skillshare;
- The Speakers Bureau which disseminates the skills, ideas and media of the AMP network to the wider world, and;
- The LOVE Building, a 27,000 square foot real estate project that AMP is designing as a social justice hub, in collaboration with five other Detroit-based non-profits.



Allied Media Projects currently has 20 core organization staff and an additional 38 staff via our fiscally sponsored projects. AMP has an annual core organization budget of \$5.5 million, and we manage an additional \$10 million in funds on behalf of our 150 fiscally sponsored projects. AMP is governed by a 7-member Board of Directors.

In seeking a Communications Director, AMP seeks to add communications capacity, with the appointment of an outstanding leader who will collaborate deeply with the organization's current Executive Director, Jenny Lee, and a Co-Executive Director (to be hired), AMP Program Directors, as well as other staff and partners.

## Summary Description of the Position

As our communities experience intensifying crises, we are also imagining and building new worlds. We are cultivating stories and concepts (ex: emergent strategy, design justice, digital stewardship) to describe how we will get from the world we have to the worlds we need. The purpose of communications at AMP is to amplify narrative-shifting and media-based organizing across our network, while ensuring that the story of AMP as a whole is clear and compelling.

AMP is evaluating and modifying its approach to communications to best fulfill this purpose. The Communications Director will be an active contributor in designing changes and adaptations to AMP's communications channels, and its structure for communications. The position of Communications Director offers an opportunity to join a unique community of bold, imaginative, and visionary colleagues and partners who are cultivating media for liberation.

Reporting to the Co-Executive Directors, the Communications Director will share responsibility for setting out a vision and path to developing and implementing AMP's storytelling goals. The Communications Director will be a leader, manager, thought partner and strategist with outstanding communication and collaboration skills. They will be familiar with current and emerging communications tools and platforms; share AMP's vision for building and sustaining a vital network of people and projects aligned



with AMP's mission; and be persuasive, persistent, and creative in the pursuit of AMP's goals.

## Ongoing Responsibilities

While this is a time of change for AMP, some general responsibilities of the Communications Director position are known at the time of this posting. They include the following:

### Communications Strategy

- In consultation with Co-ED's and other staff, develop and implement a communications strategy and workplan with benchmarks and tangible goals; establish a communications framework for AMP's work locally, nationally, and internationally;
- Provide guidance on developing a communications team to implement strategy; lead recruitment efforts as appropriate;
- Provide strategic communications advice and guidance to AMP leadership, staff, and grassroots partners;
- Stay current on emerging communications strategies and technologies, ensure that online and offline strategies are compatible;

### Management

- Manage the communications workflow, calendar and budget;
- Supervise, inspire and mentor the communications team, which may include copywriters and copy-editors, publicists, designers, website developers, videographers and photographers, assistants, etc.; oversee and manage consultant relationships;
- Regularly assess and evaluate team performance; Maintain ongoing evaluation and reporting on key communications benchmarks;
- Help to sustain and nurture a highly collaborative organizational culture that reflects AMP's principles; ensure open and clear channels of communication; employ transparent decision making;



### Content Production and Publication

- Bring a fresh and inspiring perspective to the storytelling capacity of AMP's digital platforms, especially a newly-launched Wordpress website and social media across all channels;
- Oversee multimedia content production and publications such as articles, videos, reports, blog posts, press releases, internal notices and memos, social media posts, etc.;
- Write and edit organizational communications (statements, website copy, program language, etc), as needed.
- Provide input on the selection and administration of various online content management systems or platforms that support our work (this currently includes: Wordpress, Shopify, Mailchimp, Eventbrite, Socio, etc.);
- Provide input on the development of, communications and promotional materials for fundraising efforts and engagement with funders;

### Public Relations, Marketing, Media Relations

- Serve as public spokesperson, representing AMP to stakeholders, including donors, partners, and media, locally and globally; actively share AMP's history, best practices, and lessons learned both internally and externally to a broad and diverse public through participation in meetings, conferences, seminars, etc.;
- Regularly cultivate smart partnerships with an array of organizations from small and hyperlocal to large and international, including digital and print media;

## Ideal Experience and Qualifications

Ideally, the Communications Director will have the following skills and qualifications:

- A passion for AMP's mission and a demonstrated commitment to social justice and participatory media;
- A love for complexity in ideas, paired with a skill for designing simple and efficient systems and workflows.



- Proven senior-level managerial, problem solving, collaboration skills, and projects management skills, ideally gained in an organization which has experienced rapid change and growth; Experience in marketing, public relations and/or media relations is desirable;
- Excellent written communications skills; An enthusiasm for writing and learning about AMP's programs and wider network of media-based organizers; an ability to synthesize ideas and communicate new or emerging concepts with clarity; experience with instructional or technical writing is desirable;
- Confident verbal communication – an ability to speak on behalf of, and develop AMP's voice; Ability to effectively edit and proofread the work of others in alignment with a consistent organizational voice;
- An orientation towards facilitative leadership: leading in a way that nurtures the leadership of others; Interested in connecting with staff and nurturing their growth; adept at productively managing conflict;
- Proven successful experience working in a variety of contexts and communities with the ability to interact authentically, thoughtfully, and appropriately with a wide array of people; cross-cultural competence; a strong track record of working across the lines of gender, race, class and culture;
- Rootedness or a strong desire to become rooted in the historical and contemporary social movements and creative communities of Detroit;
- Curious and creative; confident and humble, with a high degree of emotional intelligence and empathy; committed to honesty and transparency;
- Proficiency in use of Google Sheets and other Google Drive applications; Proficiency with Adobe Cloud is desirable.
- A background in administering online content management systems or hosted services is desirable.
- A willingness to relocate or currently reside in Detroit, Michigan



To learn more about Allied Media Projects, visit:

[www.alliedmedia.org](http://www.alliedmedia.org)

To apply for the position, please submit a **substantive cover letter & current resume** to:

Lauren I. Gumbs

Senior Partner

Gumbs + Partners

[applications@gumbspartners.com](mailto:applications@gumbspartners.com)

*Allied Media Projects is an equal opportunity employer and considers all applications without regard to race, color, religion, creed, gender identity, gender expression, national origin, age, disability, socio-economic status, marital or veteran status, or sexual orientation.*

