

Public Information Officer **San Francisco Public Defenders Office**

We are looking for an outgoing, experienced and well-networked journalist who desires to make an impact for social justice reform through the San Francisco Public Defenders Office. The ideal candidate would be an excellent communicator with demonstrated good judgement, critical thinking, flexibility, resourcefulness, and problem-solving abilities.

This is an exempt position that reports directly to the Public Defender.

Desirable Qualifications:

- Excellent written and verbal communication skills are a must, along with a demonstrated ability to compose and edit effective, thoughtful, and strategic communications across a variety of platforms.
- Experience as or working with journalists and members of the media is highly valued
- Experience with editing and/or independent writing
- Experience writing for a publication
- Knowledge of the Associated Press (AP) style and familiarity with Wordpress
- Having contacts and relationships with criminal justice reporters, editors and producers is a plus
- Experience implementing a communications strategy via social media and digital media, as well as at events and through other channels.
- Strong interpersonal skills and an ability to work collaboratively with others in a team environment.
- Ability to work under tight deadlines
- Knowledge of public records law, attorney client privilege, and criminal law
- Experience with criminal or racial justice platforms is a plus
- Strong, detail-oriented organizational skills are required, as well as the ability to follow projects through to completion.
- Between 3-5 years of experience in advocacy, public relations, communications, or a communications-adjacent role in a professional office environment; nonprofit, advocacy, or law office experience is a plus.
- 2-3 years of experience with professional, legal, or advocacy-oriented writing preferred.
- Experience with digital communications, social media, and graphic design is highly valued.

Responsibilities:

Under direction, administers a public information program for the San Francisco Public Defender's office and its events, programs, projects, services and activities. This position is primarily responsible for executing both internal and external communications and handling all media inquiries.

- Develops and proactively pitches stories to both local and national media highlighting the vital importance of the public defender's work, including criminal defense, innovative immigration services, and community programs.

- Responsible for planning and executing press conferences and must cultivate and maintain relationships with local and national criminal justice reporters.
- Responsible for providing all copywriting and editing for annual reports, executive speeches, radio and television scripts, public service announcements, web and intranet stories and marketing materials for the Public Defender's Office and its programs.
- Develops and implements strategic public outreach plans in support of public defender initiatives, legislation and community program and is responsible for creating talking points to be used in crisis communication, to explain issues, and in preparation for media interviews.
- Provides media training to colleagues and coordinates with the office's legislative analyst to support state and local initiatives that benefit public defender clients.
- Responds to requests for public information and acts as spokesperson for the office when the Public Defender is unavailable.
- Holds primary responsibility for planning and executing the annual Justice Summit, a public event that attracts more than 300 criminal justice leaders, attorneys, and community members.
- Responsible for optimizing the use of social media networks while managing the department's Facebook, Twitter and Instagram accounts.
- Holds primary responsibility for all content on public defender website and intranet.
- May supervise and/or create the design and production of art work for departmental publicity programs, activities, etc.

Minimum Qualifications:

1. Bachelor's degree from an accredited college or university with major course work in public relations, journalism, English, mass communications, public administration, public policy or a related field; **AND**
2. Two (2) years of fulltime verifiable professional experience in public affairs, public information, editorial, newspaper, magazine, radio, television, public relations social media, digital engagement, advertising or similar work involving collection and dissemination of news and information wherein the preparation or direction of informational material for mass media on the development of public information program was a major part of the position.

Substitution:

1. Additional experience as described above may be substituted for the required degree on a year-for-year basis (up to a maximum of 2 years). Thirty (30) semester units or forty-five (45) quarter units equal one year.
2. Possession of a Master's degree from an accredited college or university in public relations, journalism, mass communications or a closely related field may substitute for one (1) year of the required experience.

Salary: \$ 74,646- \$90,740 annually

We will consider applications on an ongoing basis beginning immediately. This posting may close at any time. Candidates may be asked to complete a brief writing exercise as part of the hiring process.

To ensure consideration of your application, please submit a cover letter explaining your qualifications for the role, a current resume, and an original sample of your communications writing, as well as the names and email/phone contact information of three professional references. Please send your applications to: Arlene.Laxamana@sfgov.org