



Operation Lone Star Defense– Marketing and Communications Manager
(remote position in Texas)

Over the past two years, thousands of people have been arrested near the Texas-Mexico border under Operation Lone Star (OLS), Governor Abbott’s border initiative. In OLS, the State charges individuals mostly with misdemeanor trespass or felony human smuggling. The Lone Star Defenders Office (LSDO) is the indigent defense hub for OLS. We appoint counsel for OLS cases, and we provide training, support and oversight to the lawyers taking OLS cases. Our goal is to ensure that all clients receive the zealous representation that the U.S. Constitution promises them. LSDO is looking to hire a **Marketing and Communications Manager** to join our growing team.

The Marketing and Communications Manager will be responsible for overseeing the development of traditional and digital marketing materials to utilize in recruitment, educational, advocacy, and promotional efforts. We’re looking for someone who is passionate about both building our brand and our mission of providing excellent representation to those arrested at the border.

Responsibilities

- Manage the LSDO website, social media accounts, and email newsletters.
- Manage and grow LSDO’s presence on social media platforms.
- Collaborate with LSDO staff to develop content that advances our mission.
- Work closely with the Training Director to develop recruitment materials to increase the number of attorneys involved in OLS.
- Create compelling and engaging content, including written materials, graphics, and other multimedia assets.
- Ensure content is accurate, up-to-date, and consistent with LSDO’s brand.
- Develop and manage LSDO’s annual communications plan and oversee the digital content calendar.
- Manage media relations and respond to media inquiries.
- Stay up-to-date on developments in Operation Lone Star and the crimmigration space.
- Assist with graphic design for internal operational functions like training presentations or Board meeting materials.
- Work under limited supervision, with considerable latitude for the use of initiative and independent judgment.

Minimum Requirements

- At least 3 years of experience in communications or marketing, preferably at a nonprofit organization or in the criminal justice or immigration justice space.
- Strong written and verbal communication skills.
- Familiarity with social media platforms and digital marketing tools.
- Proficiency in Microsoft Office Suite.

- Experience using content management and website development programs (WordPress, Wix, etc) and CRM email platforms (MailChimp, Constant Contact).
- Proficiency in graphic design and multimedia content creation using design software/programs (Adobe Creative Cloud, Canva).
- Experience drafting messaging for a variety of audiences. Familiarity/experience with ethical storytelling preferred.
- Excellent strategic thinker and self-starter who can work independently but also collaborate effectively with LSDO staff, clients, and other partners.
- This is a remote position, but you must be based in Texas.

Compensation

- Salary range of \$60,000 to \$70,000 depending on experience and qualifications. We offer good benefits and a supportive work environment.

**For more information, visit www.olsdefense.org/getinvolved
To apply, send a resume, cover letter, a digital marketing portfolio, and a
list of three references to jobs@lsdefense.org**

LSDO is committed to equal opportunity in the workplace. All applicants – regardless of race, ethnicity, national origin, gender identity, sexual orientation, religion, disability, or age – are encouraged to apply.