



Operation Lone Star Defense Program – Marketing Specialist
(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 Specialist** to join our growing team.

The Marketing Specialist will be responsible for overseeing the development of traditional and digital marketing materials to utilize in recruitment, educational and promotional efforts. LSDO is a new nonprofit organization with a small online presence. The Marketing Specialist will create thoughtful and engaging content and manage LSDO’s digital content calendar across social media platforms. This will include collaborating with LSDO staff to develop content that advances our mission. The Marketing Specialist must stay up-to-date on developments in the OLS and crimmigration space. They will work closely with the Training Director to develop recruitment materials to increase the number of attorneys that are involved in OLS. They will also be responsible for maintaining our website – www.olsdefense.org – to include programmatic updates, as well as the development of other strategic communications efforts to share information about our work. In addition to external marketing, the Marketing Specialist will assist with graphic design for internal operational functions like training presentations or Board meeting materials. 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.

Minimum Requirements

- At least 2 years of experience in digital marketing, preferably at a nonprofit organization or in the criminal justice reform or immigration justice space.
- Proficiency in Microsoft Office Suite.
- Experience using content management and website development programs (WordPress, Wix, etc) and CRM email platforms (MailChimp, Constant Contact).
- Experience with design software/programs (Adobe Creative Cloud, Canva).
- Strong writing skills with an understanding of audience, tone, and messaging.
- 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 \$50,000 to \$65,000 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 olsdefense@lsdefense.org**