



ACLS Leading Edge Fellowship 2025

Position Title	Outreach Effectiveness Program Manager
Organization	The Community
Location	Milwaukee, WI
Stipend	\$72,000 in the first year, \$74,000 in the second year
Benefits	Access to employer health insurance. Professional development funds and relocation funds provided by ACLS.
Start Date	September 2025

ORGANIZATION DESCRIPTION

Shannon Ross, [The Community](#)'s Executive Director, began writing the first newsletter in 2014 during his incarceration as a means of distributing news, resources, opportunities, encouragement, and information across the state-wide prison system. With the support of family and friends, Shannon was able to turn The Community into a fully-fledged 501(c)(3) non-profit upon his release in 2020. Today, The Community employs six individuals that continue to serve the entire Wisconsin prison system with the most widely read publication in the Wisconsin Department of Corrections. The Community also works to Correct the Narrative that exists around incarcerated and formerly incarcerated individuals by showcasing their successes, humanity and agency through storytelling, videos, podcasts and annual celebrations. The Community has partnered with The Medical College of Wisconsin to produce health newsletters for the incarcerated population and collaborates with the Medical College of Wisconsin to train 20 incarcerated people in a custom pre-apprenticeship for Community Health Workers. The Community has made many connections with similarly focused national organizations who are all jointly exploring the possibility of hosting a collective, national Narrative conference.

POSITION DESCRIPTION

The Community is seeking a passionate and detail-oriented Outreach Effectiveness Manager to lead research and messaging efforts that center on supporting incarcerated individuals, their families, and communities. This role combines a deep commitment to justice with the strategic insight needed to address harmful narratives about incarceration and advocate for transformative change.

This work goes beyond reshaping public narratives; it directly impacts lives by equipping incarcerated individuals and their loved ones with tools to advocate for themselves. By addressing harmful stereotypes, the Outreach Effectiveness Manager plays a pivotal role in creating pathways for justice, equity, and systemic change. Outreach Effectiveness experience is not required and will be developed during the fellowship. The fellowship tenure is 24 consecutive months, with an expected time commitment of approximately 37.5 hours per week.

Responsibilities and tasks:

- Research and Analysis
 - Conduct comprehensive research on best practices for narrative and storytelling work involving incarcerated and formerly incarcerated individuals.
 - Analyze demographic responses to different messaging strategies and develop tailored approaches to engage various audiences effectively.
 - Identify cultural, social, and psychological factors influencing receptivity to narrative work involving formerly incarcerated individuals.
- Narrative Development and Strategy
 - Work with the Executive Director and the Director of Correcting the Narrative Campaign to design messaging strategies to reshape public perceptions and dismantle harmful stereotypes about incarceration.
 - Create a practical blueprint to amplify narratives of resilience, equity, and transformation.

This position is *only* available through the Leading Edge Fellowship program.
You may *not* contact the host institution to inquire about this position.

- Pre-Entry Advocacy and Preparation
 - Collaborate with colleagues, partners and stakeholders to support incarcerated individuals in maximizing their time during incarceration.
 - Develop resources and strategies to empower incarcerated individuals in preparing for successful reentry into society, including communication tools and narrative skills.
- Family and Community Support
 - Equip the families and friends of incarcerated individuals with tools and messaging strategies to advocate for and speak about their loved ones effectively.
 - Work to foster a community-wide understanding of the systemic issues underlying incarceration and promote justice-oriented solutions.
- Impactful Change and Systems Advocacy
 - Ensure that the work informs broader advocacy efforts aimed at transforming public attitudes and influencing the operation of carceral systems toward more humane and equitable outcomes.

Qualifications:

- PhD in any field of the humanities or interpretive social sciences. Read more about eligible fields [here](#).
- Strong understanding of social justice issues, particularly around the narrative that exists for incarcerated or formerly incarcerated individuals.
- Demonstrated ability to conduct qualitative research.
- Strong analytical and critical thinking skills.
- Strong written and verbal communication skills, with the ability to present complex ideas in a clear and accessible manner.
- Empathy and cultural sensitivity.
- Ability to work collaboratively across diverse teams and communities.
- Strong organizational skills and attention to detail.
- Creative problem-solving and adaptability.

Preferred:

- Experience working with directly impacted communities, particularly incarcerated or formerly incarcerated individuals.
- Experience in research, storytelling, communications, or advocacy work, particularly related to criminal justice reform, re-entry, or community-based organizations.

APPLICATIONS

- Information on the Leading Edge Fellowship Program: <https://www.acls.org/Competitions-and-Deadlines/Leading-Edge-Fellowships>
- All applications must be submitted through the ACLS Online Fellowship Application System (ofa.acls.org)
- Application deadline: 9 PM EDT, March 12, 2025.

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