



Communications Manager Job Description

1 FTE Exempt Updated: January 2022

Purpose for this Position - Ecochallenge.org is seeking a storyteller and producer responsible for translating big ideas, actions, and impact into clear and compelling content for multiple channels and audiences. They will ensure that communication efforts advance organizational vision, strategies, goals, and objectives. The CM will manage our brand and craft stories, create content, produce materials, manage platforms, and ensure consistency of messaging. The ideal candidate will have at least three years of communications experience, preferably with nonprofits, and be passionate about driving social and environmental change. Storytelling is vital to driving awareness for sustainability and we are searching for a candidate who aspires to grow with us as we scale the impact of our organization.

Success in this role looks like:

Communication Strategy

- Create and lead annual communication strategy and vision to engage Ecochallenge's existing audience
- Collaborate closely with leadership, staff, clients, stakeholders, and partners to craft and amplify our messages
- Create responsive communications content for sustainability and environmental justice-related current events
- Track and report on annual communication plan's objectives and success metrics
- Review analytics and market trends, advise on marketing and brand strategy as needed

Brand and Voice Management

- Maintain brand consistency and coherency across Ecochallenge programs, Platform, marketing website, and storefront as needed
- Manage website content to ensure the organization's online presence is accurate, up-to-date and in-line with the core values.
- Develop Ecochallenge.org's voice and basic communications for programs in collaboration with Program & Learning Manager

- Oversee the development, distribution, and maintenance of all print and electronic communications, including newsletters, e-blasts, website, social media, and digital asset library (photos, videos, logos)
- Periodically review recent trends, internally and externally, and their impact on the organization's brand and voice

Digital Content and Email Creation

- Craft and design emails and campaigns to existing and growing audience through Mailjet
- Write copy for Ecochallenge.org website, emails, resources, blogs, and event-specific resources, with possible support of any marketing collateral, PR-related collateral, and fundraising campaigns
- Collaborate with team members, participants, and partners to identify and craft stories to elevate programmatic objectives and promote Ecochallenge.org
- Drive engagement through clear, compelling CTAs and value-add resources
- Understand audience segmentation and related effective audience-targeted marketing messaging (familiarity with Salesforce Pardot appreciated)
- Develop relationships and manage consultants in graphic arts, website design, and other supports as needed

Desired Knowledge/Skills

- Clear, compelling writer and communications strategist with proven ability to write on deadline and experience in a marketing or communications role for a nonprofit, SaaS, or agency, with strong copyediting skills
- Strong storytelling skills and an eye for engaging digital and editorial content
- Experience in developing culturally responsive and inclusive communications strategies and applying diverse voices to suit a variety of audiences and channels
- Working knowledge of HTML and editing in digital environments (familiarity with Wagtail appreciated) and ability to quickly learn new technologies, and tools
- Ability to collaborate with a team in which the project lead rotates based upon the needs of the project or timeline of the project
- Collaborative, curious, and eager to work in a nonprofit
- Ability to adapt to change

Details

Reports to: Executive Director
 FTE: Full-time, 40 hours / week (exempt)
 Salary: \$55,000 - \$60,000

Benefits

Health, Dental, Vacation, Sick Leave, IRA Contribution, Transportation Subsidy, Annual Personal Retreat Time, and 5-Year Sabbaticals

Application Instructions

For more information, please contact the Executive Director at liz@ecochallenge.org. To apply, send your resumé and a cover letter to jobs@ecochallenge.org. Applications will be until the position is filled.

Ecochallenge.org is an equal opportunity employer and strongly encourages individuals from diverse backgrounds to apply. We seek qualified applicants without regard to race, color, gender identity, religion, national origin, age, disability, marital status, or sexual orientation.

About Ecochallenge.org

We believe in a better shared future, one with fresh air to breathe, clean water to drink, and a stable climate to live in. And we believe that our individual behaviors are pivotal in creating this world, one that is realized by the collective impact of everyday people raising voices and taking action for a sustainable future. We are connecting the dots between our actions, our impact, and our will to create significant global change. Each time our dots are connected, we take another step forward, toward our better shared future. So let's begin.

Since 1993, we've inspired, educated and activated individuals around community-based change. To date, Ecochallenge.org (formerly Northwest Earth Institute) has engaged over 300,000 individuals and 4,500 organizations through solutions-focused programs. Our approachable and ready-to-use social and digital tools provide a unique framework for talking about our relationship with the world and sharing new ways to listen, live, and create positive action. These tools include a suite of Discussion Courses rooted in transformative learning and systems thinking and the Ecochallenge digital platform designed to create widespread behavior change. Together, they provide the launchpad for emerging generations and sustainability leaders to experience "ah-ha" moments that lead to extraordinary environmental and social change.

Commitment to Diversity, Equity, and Inclusion

We are committed to inspiring people to connect with their communities and work towards a healthy, just, and sustainable future. We believe that a successful sustainability movement must reflect the true diverse landscape of our communities. In our work, we make a conscious effort to include all community members at the table as we collect and share stories of change. We are committed to the principles of equal opportunity and diversity and to attracting and supporting a staff and board who represent the rich diversity of the communities we engage. We do not discriminate on the basis of race, religious creed, color, national origin, ancestry, gender, sexual orientation, age, marital status, veteran status, or mental or physical disability.

Team Culture

We practice sustainability in all that we do. We seek to embody our change model of connecting, reflecting, and acting – internally and externally. We believe that what we create and offer to the world is a direct reflection of who we are and what we value. We live our values by providing a flexible family friendly work environment, encouraging staff to recharge with personal retreats, offering a sabbatical for long-term employees, and revisiting our practices regularly to ensure that we continue to evolve to meet our needs.