



Communications and Outreach Associate Job Description (7-10-2020)

Position Summary

During these difficult times, Resilient Neighborhoods helps people act to address climate change, and create hope for the future. We're seeking an effective committed person to join our staff as Communications and Outreach Associate.

Resilient Neighborhoods (RN) helps individuals and families reduce their greenhouse gas emissions and make their communities safer and stronger. Since 2010, almost 1,500 residents have reduced over 8 million pounds of carbon emissions. Over the next two years, we will implement our strategic plan to create new pilot programs that engage audiences we haven't served previously and deepen our commitment to equity in the climate movement.

The Communications & Outreach Associate works with staff, Marin County jurisdictions, community groups, and volunteers to recruit new people to do our program. The position carries out RN's communications plan, supervises volunteers who represent RN at public events and handles communications through the website, social media and the newsletter. The position helps support RN's climate action teams, assists with technical support of online meetings and works with key volunteers. The Communications and Outreach Associate anchors the organization by maintaining the database, Dropbox files, doing research, and helping update donor records and other information.

The Communications and Outreach Associate will work with the director and others to explore new marketing techniques, build program capacity, and help grow the organization.

Essential Duties

- Manage and implement Climate Action Team recruitment process.
- Recruit new team members and build brand recognition through regular outreach via marketing channels including social media, traditional media, individual contacts, email, phone calls, etc.
- Develop outreach calendar of events and activities.
- Design and maintain print and digital outreach materials including website, flyers, and newsletter.
- Represent RN and supervise volunteers who represent RN by tabling at events, giving presentations, and speaking at community meetings.
- Help plan, coordinate, and promote events.
- Lead some Climate Action Team meetings, with about 7-10 people on the topics of consumption, waste, water, transportation, home energy, and emergency preparedness.
- Coordinate Climate Action Team meeting logistics, provide technical support for online meetings, and offer technical support to participants as needed.
- Maintain and manage database, including data entry, troubleshooting, and using queries to analyze data and generate periodic reports.
- Work with director, training and development staff, board and volunteers to successfully carry out the strategic plan.
- Assist Development Director with tracking donations and development software.
- Coordinate RN volunteers and manage volunteer-run projects.
- Work with director to create program resources and online program materials.
- Track outreach efforts and outcomes and help prepare quarterly reports to donors.

- Manage the organization's Dropbox program files and Google Drive.
- Help keep program materials up-to-date by periodically researching local rebate information, carbon reduction figures, technological developments, etc.
- Create new partnerships and nurture existing partnerships with local organizations, community groups, utilities, and municipalities that can help promote teams.
- Other duties as assigned.

Qualifications

- Knowledge of community outreach and strong motivation to help in reversing climate change.
- Prior marketing and outreach experience.
- Excellent communication skills.
- Enjoy working closely with a small team as well as independently.
- Enjoy strategizing and thinking creatively.
- Enjoy working with people.
- Ability to juggle multiple tasks and deadlines and take on a variety of roles.
- Organized and detail-oriented.
- Experience working with the technical aspects of online meetings.
- Prior experience working with databases or a desire to learn.
- Comfortable with computers, communications software, and social media.
- Proficient in MS Office/Apple applications and other online tools like Constant Contact, Weebly, Dropbox, Zoom, and Google.
- Access to a vehicle and a current CA driver's license.
- Must live in Bay Area, preferably Marin, to be able to attend in-person local meetings and other functions.
- Ability to communicate effectively both verbally and in writing.
- Ability to work some nights and weekends.
- Familiarity with Marin County preferred.

Education and Training

- Bachelor's degree and a minimum of two years of experience in successful community outreach/recruitment, and volunteer coordination.

Employment Details

Job type: 32 hours/week, part time, non-exempt position. (Full time may be available in 2021 along with more benefits.)

Workplace: Working remotely during Covid-19 with in-person evening and weekend meetings required when programming resumes.

Benefits: Paid sick days.

Compensation: Salary range \$25- \$30/hour, commensurate with experience.

Resilient Neighborhoods is an equal opportunity employer where an applicant's qualifications are considered without regard to race, color, religion, sex, national origin, age, disability, veteran status, genetic information, sexual orientation, gender identity or expression, or any other basis prohibited by law. Resilient Neighborhoods reserves the rights to modify, interpret, or apply this job description in any way the organization desires. This job description in no way implies that these are the only duties, including essential duties, to be performed by the employee occupying this position. This job description is not an employment contract, implied or otherwise.

To apply please email a thoughtful cover letter, resume to ResilientNeighborhoods.jobs@gmail.com.
Position will remain open until filled.