Communications Manager
Thriving Communities Technical Assistance (TCTAC)

ABOUT US

West Harlem Environmental Action a/k/a WE ACT for Environmental Justice is a non-profit, community-based advocacy organization that works to build healthy communities by ensuring that people of color and/or low-income residents participate meaningfully in the creation of sound and fair environmental health and protection policies and practices. WE ACT is a nationally recognized leader in the environmental justice (EJ) movement and is known for its work in the areas of children's environmental health; government accountability; and climate, energy, and environmental justice.

WE ACT prioritizes the voices of longstanding community members, communities of color, lower-income communities and, most importantly, those who have been historically marginalized and subjected to environmental and other forms of racism and exclusion. In accordance with the Jemez Principles, we believe that communities must speak for themselves. We work at the intersection of community engagement and activation, policy, research, and education.

ABOUT THE ROLE

WE ACT for Environmental Justice has grown tremendously over the past few years, and we are looking to strengthen our communications team. We are seeking someone capable of writing collateral, both digital and print, as well as handling media relations and helping manage digital and in-person events. We are seeking someone with proven experience who is also eager to learn and find solutions as we take our communications to the next level in the fight for environmental and climate justice.

WE ACT has been selected to host and manage a Thriving Communities Technical Assistance Center (TCTAC) for Environmental Protection Agency (EPA) Region 2, with a focus on serving New York and New Jersey. This virtual center will provide training and other assistance to build capacity for navigating federal grant application systems, writing strong grant proposals, and effectively managing grant funding. The Communications Manager position will serve as the lead on our TCTAC communications.

This position will develop content and communication strategies that promote and highlight the work of the TCTAC. This person will be based in our New York Office and report to the Director of Communications. WE ACT is a fast-paced, demanding position, but it will give you an opportunity to make a genuine impact on those most adversely affected by environmental racism.
Duties and requirements:

General Communications Support
● Develop and implement a comprehensive, multi-channel communications plan that supports and provides consistent, targeted, and impactful messaging for all TCTAC communications deliverables.
● Liaise with the TCTAC steering committee and other partner organizations on coordinated communications campaigns related to the TCTAC.
● Support internal clients and liaise with partner organizations on coordinated communications campaigns and rapid response programs.
● Serve as an expert and a go-to resource for cross-functional teams to advise on best practices and strategy related to TCTAC communications.

Media Relations & Thought Leadership
● Manage the execution of measurable, audience-centric outreach strategies and tactical plans designed to connect TCTAC stakeholders.
● Develop and maintain an editorial calendar for targeted outreach and field, manage, and track day-to-day media and speaking requests, pitching them as necessary.
● Create and distribute communications to external stakeholders, including talking points, press releases, Op-Eds, blog posts, case studies, and other materials.

Collateral Development
● Write and produce brochures, flyers, fact sheets, one-pagers, position papers, video content, web content, and other materials.

Digital Communications
● Manage and update our website as well as manage and populate our social media and help create TCTAC social media content.

Event Management
● Coordinate and help manage digital and in-person events such as press conferences, webinars, and trainings while providing communications support for events hosted by others.

Requirements
● Bachelor’s degree in marketing, communications, or a related field.
● At least 3-5 years of experience in marketing communications, including experience in project management, media relations, collateral development, and event management with a proven track record of executing communications strategies that generate visibility, credibility and thought leadership.
● Proven track record of working independently, demonstrating creativity, and managing multiple projects simultaneously with a strong attention to detail and consistently meeting deadlines.
● Team player with strong relationship-building skills and the ability to engage on all levels of the organization and work with members of environmental justice communities.
● Outstanding oral and written communications skills that demonstrate an ability to translate complex data and analysis into persuasive narratives.
● Strong, versatile writer.
● Proficiency in WordPress CMS and maintaining and updating websites.
● Experience with managing and populating social media channels.
● Experience with MailChimp, Constant Contact, or other newsletter platforms.
● Strong analytical skills, data-driven thinking, and attention to detail.
● Extremely high humility, desire to learn, openness to feedback, debate, and input from others.
● Passion for and understanding of environmental justice.

Value-Adds
● Spanish-language skills.
● Experience working with multiple stakeholders on issue-based advocacy campaigns.
● Experience with training, technical assistance, and coalitions.

Salary
Salary commensurate on experience. The salary range for this position is $75,000-$85,000. WE ACT offers a generous suite of benefits, including comprehensive health care (medical, dental and vision), flexible spending account, life insurance, pre-tax transit program, retirement programs and paid holidays and vacation, along with onsite HR support for your benefit needs. WE ACT follows hybrid work policy. All staff are fully vaccinated.

HOW TO APPLY
Send application to karla.cordero@weact.org with "TCTAC Communications Manager” in the subject line. Telephone calls will not be accepted. Include cover letter, resume, three references, three writing samples (including one press release) as a PDF and along with your daytime contact information.

WE ACT is an equal opportunity employer and strongly encourages applications from people of color, women, persons with disabilities, and LGBTQ communities.