



## COMMUNICATIONS DIRECTOR

### Job Announcement

Environmental Health Coalition is a San Diego/Tijuana non-profit social and environmental justice organization dedicated to empowering people, organizing communities and achieving justice for low-income communities of color. We are an effective, results-oriented organization with a passion for social change. We have been making a difference in the lives of the individuals, families, and communities we serve for over 30 years.

Environmental Health Coalition (EHC) is seeking a Communications Director to join our senior management team. The Communications Director is responsible for the strategic direction and overall management of internal and external communications to ensure that EHC's communication strategy is consistent and reflects the organization's strategic vision. The Director manages contractors and participates in all initiatives and campaigns. Successful candidates will have a proven track record in implementing and enhancing social media, web technologies and all other forms of media exposure for an organization. The ideal candidate will have a passion for online activism, growing an online supporter base, and building online communities. They will be values driven, self-motivated, detail oriented, and resourceful. They will also be able to work efficiently and with a positive attitude in a fast-paced environment that requires adaptability to shifting priorities, a sense of urgency, and a commitment to excellence.

#### **OVERVIEW OF RESPONSIBILITIES:**

- Develops and manages implementation of the Communications Strategic Plan.
- Manages all relationships with media outlets.
- Develops and refines EHC's core messaging to ensure organizational consistency in all aspects of organizational communication including development, organizing and education.
- Develops and implements social media strategy, reflecting input from all campaigns and departments.
- Produces and manages mass communications via eblasts.
- Ensures video, photographic and other documentation of EHC's presence at events, conferences, and speaking engagements.
- Serves as executive editor and quality control person for all EHC publications.
- Develops framing, messaging and content for EHC website, maintaining and updating on an ongoing basis.
- Works collaboratively with Development Director to provide ongoing support to the fund development team.
- Collaborates with all campaigns/programs to strengthen and enhance the awareness and visibility of the Environmental Health Coalition.

#### **Core Competencies:**

- **Written Communication:** Writes clearly and informatively; varies writing style to meet needs of target audience; presents data effectively; able to read and interpret written information; strong editing skills.

**EMPOWERING PEOPLE. ORGANIZING COMMUNITIES. ACHIEVING JUSTICE.**

**EMPODERANDO A LA GENTE. ORGANIZANDO A LAS COMUNIDADES. LOGRANDO LA JUSTICIA.**

- **Oral Communication:** Speaks clearly and persuasively in individual and group settings; listens and gets clarification; responds well to questions.
- **Teamwork:** Balances team and individual responsibilities; exhibits objectivity and openness to others' views; gives and welcomes feedback, contributes to building a positive team spirit; able to build morale and group commitments to goals and objectives; supports everyone's efforts to succeed.
- **Innovation:** Displays original thinking and creativity; meets challenges with resourcefulness; generates suggestions for improving work; develops innovative approaches and ideas.

**QUALIFICATIONS AND SKILLS:**

- Experience developing and executing promotional campaigns
- Experience with website development and management as well as managing content and/or production for high traffic websites
- Social media expertise (Facebook, twitter, blogs, etc.) to drive exposure through new marketing channels
- Proficiency in best practices for email management, online fundraising, and advocacy systems
- Graphic Design – Proficiency in producing graphics for the web using Adobe Photoshop (Illustrator and InDesign experience a plus)
- Strong contacts with online news outlets, blogs and social media influencers
- Proven ability to work independently, and also to build consensus and work effectively within a cross-departmental team
- Ability to quickly learn new software/hardware systems
- Ability to set priorities and manage multiple projects in a fast paced deadline-driven environment
- Experience at a non-profit organization
- Ability to work long and flexible hours, including nights and weekends, as necessary, to respond to community activities and events
- Ability to work cross-functionally with excellent verbal and interpersonal communication skills
- Demonstrated competency with meeting schedules, deadlines, and budgets
- Excellent written and oral English language skills required; Spanish desired
- Proficient with computers. Required software efficiency: word processing, powerpoint, Internet and email; Preferred competency with InDesign, Constant Contact, Dreamweaver, and Desktop Publishing
- Commitment to environmental, social and economic justice
- Valid Drivers license and insurance required.

**Salary Range:** \$52,914 - \$59,139

**Classification:** Full Time/Exempt

**Benefits:** Excellent benefits, including health, dental, long-term care insurance, medical reimbursement, 401k retirement plan, paid vacations and sick leave.

**How to Apply:** Email cover letter and resume to:

Attn: Human Resources

Environmental Health Coalition

2727 Hoover Avenue, Suite 202, National City, CA 91950

Fax: 619 474-1210; Email: [ehc@environmentalhealth.org](mailto:ehc@environmentalhealth.org)

*EHC is an equal opportunity employer and strives to reflect the diverse community we serve.*

*Applicants who contribute to this diversity are strongly encouraged to apply.*