



JOB ANNOUNCEMENT

Communications Director

Environmental Health Coalition (EHC) 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 40 years.

EHC is seeking an experienced and dedicated communication professional to join our team. Working under the direction of the Executive Director, the Communications Director should be an excellent writer and editor; have a flair for social media and website proficiency, and a demonstrated ability to create bold, powerful, clear, and strategic social and environmental justice messages and effectively disseminate them using a wide range of communications tools and technology. The Communications Director must share a commitment to environmental, social, and racial justice.

PRIMARY RESPONSIBILITIES

Communications Strategy, Vision & Leadership

- Develop and implement an integrated, organization-wide strategic communications plan to broaden awareness of EHC and campaigns and programs including Climate Justice, Toxic-Free Neighborhoods, Border Environmental Justice, Healthy Kids, and Fund Development
- Create a communications strategy that enables EHC to enhance meaningful relationships with targeted external audiences, including the media, public officials, community leaders, key influencers, and donors
- Manage the development and execution of all copy intended for public consumption, ensuring its alignment with the strategic communications plan
- Develop, write and execute strategic framing, messages, and communications documents for campaigns and programs, including web content, email messages, action alerts, social media posts, blogs, speeches, presentations, and press statements
- Train staff, board and community leaders to be spokespeople for public hearings, press conferences, and interviews
- Promote, place and support speaking engagements for EHC representatives
- Work collaboratively with EHC staff, meeting regularly to develop and implement a communications strategy for program areas, such as drafting talking points, drafting op-eds, and pitching stories to advance our goals.

COMMUNICATIONS OPERATIONS

- Manage the development and execution of all print and branded materials
- Develop and execute all electronic communications, including the websites, monthly electronic newsletters, eblasts, and other electronic communications. Create materials for internal and external use by campaign teams, such as talking points, fact sheets, brochures, flyers, PowerPoint presentations, petitions, etc.

- Provide communications assistance to the Fund Development staff, including on appeal letters, event materials and visuals, and funder communications
- Manage and maintain EHC's websites, including generating or soliciting new content, frequently updating existing pages, and working with webmaster
- Manage the development of a new and updated website
- Maintain an e-blast calendar including planning, writing, soliciting, and editing content
- Curate content and increase audience engagement on EHC's social media channels
- Plan, manage and create social media and website content, including memes, design elements, interactive data presentations, and other content
- Shoot and curate photos and videos for websites and social media pages
- Support EHC events, including developing and implementing communications strategies, promotional materials, publicity, program development, and logistics
- Manage communications-related contracts

MEDIA RELATIONS

- Serve as the lead point person on media interactions to promote and impact the organization, actively cultivate and manage press relationships, and ensure coverage of EHC issues
- Write and edit press releases, opinion pieces, and other materials for media and public dissemination
- Respond and coordinate responses to news media inquiries and requests
- Plan and execute press conferences and other media events
- Develop and pitch stories to mainstream and independent news media
- Cultivate relationships with key reporters, editors, and producers locally, statewide, nationally, and in Baja California to ensure coverage of EHC issues, programs, and events
- Identify media opportunities to promote the campaign or program goals
- Develop and implement strategies for securing earned media, including identifying opportunities, writing and developing press releases, maintaining a reporter database, pitching reporters, coordinate telepressers, assemble and distribute press packets

DATABASE/CONTACT LIST MANAGEMENT

- Manage, develop and execute strategies to maintain and grow all contacts
- Develop email analytics, seeking to improve email click-through rates and base building
- Knowledge of website editing programs, such as Joomla, and maneuvering a database
- Manage the communications element of the database, including management of email activities, responses, spam filters, and bounce backs
- Assist with the management and maintenance of the database
- Serve as a member of the Database Team

REQUIRED QUALIFICATIONS AND SKILLS

- Minimum of 3 years of strategic and tactical experience in the field of communications or public relations
- Established relationships and connections with media outlets and journalists
- Commitment to advancing social, environmental, and racial justice
- Excellent writing skills – ability to write for a range of audiences and in a range of mediums
- A strong strategic and political analysis reflected in strong and passionate social and environmental justice messaging
- Excellent, detail-oriented project management skills
- Ability to work well both independently and with the staff team
- Ability to multi-task
- Ability to work in a fast-paced office setting

- Internet fluency, web research a must
- Strong working knowledge of Office Suite (Word, Excel, PowerPoint)
- Experience working with low-income communities and communities of color
- Experience leading and participating in teams with shared responsibility for decision-making
- Intermediate-level experience with CRM systems and databases

PREFERRED QUALIFICATIONS AND SKILLS

- Bilingual English-Spanish
- Design software skills (Adobe Creative Suite)
- Ability to develop multimedia materials including videos

SALARY RANGE:

\$67,400 to 78,100 (commensurate with experience)

BENEFITS:

EHC offers a competitive benefits package inclusive of:

- ❖ Excellent Orientation Program
- ❖ Vacation and Wellness (sick) Time
- ❖ Health, Dental, Vision and Chiropractic Insurance
- ❖ Prescription Coverage
- ❖ Long Term Care Insurance
- ❖ 401(k) Retirement Plan
- ❖ Personal Development Opportunities

POSITION CLOSE DATE:

Open Until Filled

RESUME SUBMISSION PROCESS:

To apply for this position, please submit your resume and cover letter to the Environmental Health Coalition at frontdesk@environmentalhealth.org. Please put the above position title into the subject line of your email. No phone calls, please.

**EHC IS AN EQUAL OPPORTUNITY EMPLOYER
WE ENCOURAGE PEOPLE OF COLOR AND WOMEN TO APPLY**

EHC provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.