



Waterkeepers Chesapeake Communications Director Job Notice

Put yourself at the intersection of environmental advocacy, cutting edge policy, and a movement for clean water. Waterkeepers Chesapeake fights for clean water and a healthy environment by supporting Waterkeepers throughout the Chesapeake and coastal regions as they protect their communities, rivers, and streams from pollution. We seek a dynamic and seasoned professional who will be responsible for developing and leading multi-platform communications content to amplify our member Waterkeepers' work, promote our programs and campaigns, and increase WKC's visibility and impact. The Communications Director will report to the Deputy Director and work closely with the Executive Director and program staff. The ideal candidate will have training and a professional background that demonstrates strategic thinking, experience working with diverse audiences, proficiency with earned media, digital media, and sharp writing to inspire action and advance advocacy goals and public policy. This is an excellent position for a candidate interested in creating a dynamic and strategic communication program to support Waterkeepers and advance clean water policy and campaigns that make a real difference to the health and economic well-being of our local communities.

Job Duties and Responsibilities:

- Craft and execute strategic communication plans for organizational visibility and growth and campaign development.
- Provide technical and hands-on communications assistance to our Waterkeeper member programs.
- Develop a strategic social media plan, manage development of all content for social media and the website, and maintain a weekly social media calendar. Use data driven strategies to lead our online presence and grow our supporter/follower base on social media platforms.
- Draft, edit and distribute campaign materials, press releases, blogs, op-eds, and letters to the editor. Monitor media and participate in rapid response when necessary.
- Create visual materials (informational graphics, photographs, etc.) for publications and outreach efforts, and coordinate work with our vendors to develop additional materials, including video.
- Support staff in conducting outreach and developing partnerships for campaigns, including through events.
- Lead online fundraising and marketing of the organization.
- Develop fact sheets and advocacy tools in collaboration with other staff.
- Participate and occasionally lead coalitions in communication strategies to advance organizational campaigns and advocacy.
- Create visual presentations through PowerPoint or other similar presentation programs, as needed.

Key Qualifications

- Minimum four to six years' experience in nonprofit advocacy, political organizing, cause-oriented digital media, communications/public relations, "green" journalism, or comparable work experience.
- Outstanding writing and communication skills, both oral and written, for online and traditional venues.
- Experience with marketing, fundraising, and advocacy communications.
- Experience in planning and executing successful community outreach, engagement and advocacy strategies through email, Facebook, Twitter, Instagram, LinkedIn, etc.
- Proven ability to manage multiple projects and timelines with flexibility and attention to detail, and in collaboration with staff and partners. Strong work ethic.
- Demonstrated success in working as a member of a small team and developing effective working relationships with staff, volunteers, and the public, and a track record of working effectively across diverse communities.
- A minimum of a bachelor's degree in communications, environmental studies, journalism, social marketing, political science, or a related field, or comparable work experience.
- Proficiency with PowerPoint (or equivalent), Wordpress, Microsoft Office (or Mac equivalent), Google Suite, and some experience with graphic sites such as Canva.
- Experience in creation of organizational annual reports.

Additional Qualifications (but not required)

- Intermediate or higher level proficiency with WordPress, Adobe Creative Suite essentials like Photoshop and InDesign, and Final Cut Pro (Adobe Premier).
- Familiarity with Action Network, Google Ad Words, Google Analytics, and HTML5/AdobeAnimateCC a plus.
- Event planning experience.
- Understanding of and passion about environmental policies, particularly relating to clean water, resiliency planning, and agriculture and stormwater pollution.
- Experience with crafting annual appeals, capital campaigns, and grant writing.
- Spanish or other language fluency is a plus.
- Creating inclusive communications and reaching diverse audiences.
- Centering justice, equity and organizational mission at the heart of all work.

Waterkeepers Chesapeake

Waterkeepers Chesapeake is a coalition of seventeen independent Waterkeeper programs working to make the waters of the Chesapeake and Coastal Bays swimmable and fishable. We amplify the voices of each Waterkeeper and mobilize our organizations to fight pollution and champion clean water.

Statistics show that women and people of underrepresented groups are more likely to

apply to jobs only when they meet 100% of the job qualifications. We encourage individuals to break those statistics. No candidate ever meets 100% of the requested qualifications. We look forward to your application. Waterkeepers Chesapeake is an equal opportunity employer.

The location of the position is flexible within 30 miles of the Washington, DC metro area. Our office is located in Takoma Park. Staff have the option of telecommuting or shared office space. Staff meet once per week at the office. A car is preferred for community and partner meetings throughout the Chesapeake Bay region. Travel outside the region may be required 1-2 times per year. This position requires occasional evening and weekend hours.

Salary range is \$60,000 - \$75,000 depending on experience. WKC values employee growth and advancement and makes opportunities for these even with our small size. Position includes a benefits package designed for your well-being and a healthy work-life balance including: health insurance, retirement benefit, generous vacation and time off, and flexible work arrangements. The position is available immediately.

Please submit a resume, cover letter indicating your specific interest in this position, and writing samples. At least two writing samples will be required for any candidates advancing to an interview with the organization, and will ideally demonstrate writing of a similar nature such as campaign materials, action alerts, op-ed, or other media content. Send to [info\(at\)waterkeeperschesapeake.org](mailto:info@waterkeeperschesapeake.org) with subject line: LAST NAME: Communications Director application. Resumes without a cover letter will not be considered.

Applications will be accepted until we hire, but we strongly encourage interested individuals to submit their applications as soon as possible. Interviews will be set up on a rolling basis.