

Green 2.0 Communications Manager

Who We Are:

Green 2.0 is a nonprofit organization dedicated to increasing racial and ethnic diversity among the leadership of mainstream environmental NGOs, foundations, and federal government agencies. By gathering and reporting upon objective hiring and retention data, Green 2.0 improves transparency and accountability and works to build an environmental movement that:

- Is racially diverse;
- Integrates equity and justice into all aspects of its work; and
- Is positioned to win environmental battles and produce equitable environmental outcomes for those most impacted, especially people and communities of color.

Please learn more about how Green 2.0 moves the environmental movement toward increased opportunities for people of color at diversegreen.org.

What We Need:

We seek a communications manager with a passion for racial equity and a strategic mind for tactical execution in traditional media. The ideal candidate will have the ability to be both proactive and responsive to communications needs, be excited about building a comprehensive communications program, demonstrate leadership ability, and the tactical skills to advance the strategic mission and vision of Green 2.0. They should also have a high degree of initiative, personal resilience, attention to detail, and a team-oriented approach to their work.

Responsibilities:

- **Communications Strategy:** Creating, implementing, and monitoring communications strategies and tactics (serving as communications strategist and thought partner on multidisciplinary team; providing vision, creativity and strategy, and ensuring a high level of product).
- **Media Relations:** Serving as a media liaison; curating targeted press lists of local, state and national news media outlets, as well as ethnic media, digital outlets, and relevant trade publications; working with teams to execute both broad and targeted media outreach campaigns; deploying creative pitching strategies.
- **Relationship Management:** Serving as liaison to communications staff of partner organizations and stakeholders (including government, foundations, and NGO's). Developing and maintaining relationships to advance Green 2.0's mission.
- **Messaging and Branding:** Developing messaging frameworks, talking points and related copy, and managing branding initiatives. Supporting and preparing staff with messaging for interviews and events.

- Digital Strategy: Collaborating as a thought partner to Digital Marketing Manager on strategy of digital communications.
- Content Development: Writing and editing op-eds, digital content, reports, memos, remarks, newsletters, talking points, and other public relations content and collateral.
- Project and Team Management: Overseeing and participating in the execution of communications tactics, ensuring quality control and adjusting approaches as contexts warrant;
- External Engagement and Events: participating in opportunities to raise visibility of Green 2.0 and the issues we prioritize, including keynotes, panel discussions, published pieces, broadcast media, etc.; contributing to proposals and pitching interviews.
- Other duties as assigned.

Qualifications:

- 3+ years' experience in communications or public relations.
- Strong oral and written communication skills with an ability to present on racial equity and to diverse audiences, specifically racially, ethnically, and socio economically diverse communities.
- Experience working directly with people from diverse racial, ethnic, and socioeconomic backgrounds.
- Strong media relations experience; must have demonstrated success developing and executing earned media campaigns, as well as building and maintaining relationships with reporters and columnists.
- Experience executing communications campaigns.
- A collaborative and relationship-building mindset.
- Ability to quickly produce clear, concise, and compelling written copy.
- Ability to manage shifting priorities under tight deadlines in a fast-paced environment.
- Project management skills across multiple assignments with many moving parts.

Compensation and Benefits:

The range for this position is \$65,000-\$75,000 commensurate with experience, plus benefits, which include health care and unlimited vacation. This position can be remote.

Green 2.0 is an Equal Opportunity Employer and champions the values of diversity, equity, and inclusiveness, and lives them in growing our team.

Apply:

To apply, please send your cover letter and resume to jobs@diversegreen.org and indicate 'Communications Manager - Green 2.0' in the subject line.