



Job Announcement:
DIGITAL COMMUNICATIONS ASSOCIATE (Full Time)

Only applications sent to email will be considered. To apply, please send cover letter and a resume to jobs@diversegreen.org.

WHO WE ARE

Green 2.0 is a nonprofit organization dedicated to increasing racial and ethnic diversity among the staff and 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 are seeking a Communications Associate to support our communications and digital efforts that advance the strategic mission and vision of Green 2.0. The ideal candidate will report to our Digital Marketing Director and work with our Communications Manager to implement Green 2.0's communications strategy, with a particular focus on content creation for our blog page and assisting in social media copy with a data-driven approach, building and maintaining relationships with our environmental partners and peers in the field, managing and reporting on Green 2.0's social media, newsletter, and digital analytics, and monitoring Green 2.0's press engagement and press hits.

RESPONSIBILITIES:

- Support Green 2.0 communications manager and digital director with content creation in the form of writing blogs and social media content for Twitter, LinkedIn, Facebook, and Instagram channels;
- Maintain relationships with communications partners at NGOs and foundations to support Green 2.0 communications work and amplification of Green 2.0 reports and projects;
- Monitor Green 2.0 social media accounts, social and website analytics, and email marketing efforts including our newsletter subscriptions on a quarterly basis (every three months) by producing reports and presenting data metrics to staff;

- Support communications manager and digital director around big project and report releases;
- Provide support for maintenance/upkeep of Green 2.0 website, i.e: posting jobs on our jobs page
- Work with digital director and communications manager to support other Green 2.0 staff to execute integrated communications strategy; and
- Media monitoring of Green 2.0 in the news and curating targeted press lists for earned media strategy.

STRONG CANDIDATES WILL HAVE:

- A demonstrated commitment to economic and racial justice;
- Ability to quickly produce clear, concise, and compelling written copy;
- At least two years of experience in issue advocacy, organizing, communications or journalism;
- High levels of organization and attention to detail;
- A self-starter with the ability to work effectively independently and in a team environment with diverse staff and partners;
- Knowledge of media and social monitoring platforms, e.g. Meltwater; content management system, e.g. Wordpress; Google Workspace suite;
- Fluency in social media platforms, e.g. Twitter, Facebook, Instagram, and LinkedIn;
- Well versed in Associated Press style;
- Experience with email marketing platforms, e.g. MailChimp, Constant Contact, or similar platforms;
- Background in environmental advocacy and racial justice work a plus;
- Background in journalism a plus; and
- Experience with Canva, Adobe Photoshop, or other graphic design software is a plus.

OTHER QUALIFICATIONS:

Residence in Washington D.C./DMV region required. While Green 2.0 staff are working remotely, two-three days a week in the office is mandatory. We do have a D.C.-based office and staff is working in-office following COVID-19 safety protocols.

Green 2.0 is committed to a diverse staff and to an inclusive culture that prioritizes equity and justice. People of color, women, people with disabilities, and LGBTQIA+ persons are strongly encouraged to apply. Green 2.0 is an equal opportunity employer and does not discriminate based on race, creed, color, religion, ethnicity, national origin, party or political affiliation, sex, sexual orientation or gender identity, age, disability, veteran status, marital status, or any illegal or prohibited factor.

HOW TO APPLY:

Please send a cover letter and a resume to jobs@diversegreen.org.

COMPENSATION

\$45,000-55,000 commensurate with experience, plus excellent benefits.