



DIGITAL MEDIA ASSOCIATE

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 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 and ethnically 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 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 Digital Media Associate to grow and support our digital and social media presence. The ideal candidate will be passionate about creating content across our social media accounts that translates Green 2.0's work into engaging messages and information for our audiences. The Digital Media Associate will report to our Digital Marketing Director and collaborate with our Communications Manager to implement Green 2.0's digital media strategy with a strong focus on social media content creation, building and maintaining relationships with our environmental partners, and managing and reporting on Green 2.0's social media, newsletter, and other digital analytics.

Responsibilities:

- **Content Creation:** Develop and publish digital media content across social media accounts including Twitter, LinkedIn, Facebook, and Instagram.
- **Digital Media Analysis:** Analyze Green 2.0's social media accounts, website, and email marketing data to understand trends to inform future content production.
- **Blog Content Creation:** Support Communications Manager with developing content for Green 2.0 blog.
- **External Engagement:** Develop and maintain relationships with digital media partners at NGOs and foundations to support amplification of programs and projects.

- **Growth Mindset:** Continually look for ways to improve social media content and digital media strategies in collaboration with digital marketing director and communications manager.
- **Communications Support:** Support communications manager and digital marketing director to amplify Green 2.0's research and report releases.
- **Website Maintenance:** Provide support for maintenance and upkeep of Green 2.0 website.
- **Staff Support:** Work with digital marketing director and communications manager to support other Green 2.0 staff to execute integrated communications strategy.
- Other duties as assigned.

Strong Candidates Will Have:

- A demonstrated commitment to racial and ethnic justice;
- 1+ years' experience in in digital media content creation or communications (internships included);
- Fluency in social media platforms, e.g. Twitter, Facebook, Instagram, and LinkedIn;
- Ability to quickly produce clear, concise, and compelling written copy;
- High levels of organization and attention to detail;
- Experience working directly with people from diverse racial, ethnic, and socioeconomic backgrounds;
- Knowledge of media and social monitoring platforms, e.g. Meltwater; content; management system, e.g. WordPress; Google Workspace suite is a plus; and
- Experience with Canva, Adobe Photoshop, or other graphic design software is a plus.

Other Information:

Residence in Washington D.C./DMV region required. Green 2.0 provides the ability to work remotely (hybrid schedule), but 2-3 days a week will be spent in the DC-based office.

Green 2.0 employees must be vaccinated against COVID-19 with consideration given for medical and religious accommodations.

Compensation and Benefits:

The range for this position is \$55,000-\$65,000 commensurate with experience. Green 2.0 offers a comprehensive benefits package, including paid time off, medical, dental, matching 401K, and professional development.

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

Apply:

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