



## Communications Manager

Are you a big picture thinker who is looking for an opportunity to bring your creativity and digital skills to life in the broader community at the intersection of racial justice and the outdoor and environmental movement? Do you have demonstrative experience utilizing various communication and social media platforms? Then this is a great opportunity for you to expand your innovation in communications. We are looking for a resourceful, detail-oriented, creative individual who will help us take our organization to the next level.

Justice Outside advances racial justice and equity in the outdoor and environmental movement. We shift resources to, build power with, and center the voices and leadership of Black, Indigenous, and People of Color because the health of current and future generations demands it. We drive change across the field through our grantmaking, capacity building and advocacy work.

The Communications Manager will support our communications and marketing efforts, and help elevate our brand and mission to a broad range of constituents. Identifying opportunities to develop creative content and disseminate via a wide range of distribution channels is an essential duty in this role. This position will work collaboratively with the Justice Outside Team and report directly to the Director of Communications. This position will also manage the Communications Associate.

### Core Responsibilities

#### *External Communications*

- Work with the Justice Outside team to develop and implement an annual communications plan and calendar
- Develop and/or support the development of effective communication strategies that build brand awareness, foster stakeholder loyalty, and facilitates innovation
- Manage the design and content of marketing materials
- Create, curate, post and maintain updated content (text and visuals) on our website and various social media and online platforms such as Facebook, Twitter, Instagram and LinkedIn
- Develop and/or support the development of a wide range of materials, including detailed activity reports, case studies, newsletters, press releases, annual impact reports, board updates, press kit documents, fact sheets, presentations, blog posts and other materials as needed
- Identify and develop relationships with media and community partners to find opportunities to promote Justice Outside's initiatives and the need for more inclusive, culturally-relevant outdoor programming and environmental leadership opportunities
- Manage outside vendors and contractors as appropriate (i.e. photographers, videographers, graphic designers, etc.)

- Assist with other external and internal communications duties as needed
- Serve as a liaison to stakeholders to ensure the message of content is consistent and communication-related issues are rectified in a timely manner

### **Development & Program**

- Under the guidance of the Director of Communication and in partnership with the Director of Development and Director of Programs, assist with implementation of activities and communications that will help achieve the organization's fundraising targets and deliver messaging in support of program delivery
- Support donor cultivation events and program recruitment activities by drafting marketing materials, preparing speeches, and generating pre & post event content
- Assist with creating inspirational messages and messages of thanks to donors and partners

### **Preferred Skills & Experience**

- Bachelor's Degree is preferred in Communications, Journalism, Public Relations, Marketing or related field or equivalent work experience
- 2-4 years of experience in the communications/marketing field, preferably in an "in-house" role within a nonprofit organization, covering areas such as website content, newsletters, blogs, and donor communications
- Strong personal interest and appreciation for racial justice and equity in the outdoor and environmental movement
- Outstanding writing, editing and proofreading skills Excellent verbal communication and active listening skills
- Exceptional project management skills or experience managing multiple projects, prioritizing, and meeting deadlines
- Strong technical and digital communications skills, including familiarity with graphic design programs (i.e. Adobe Illustrator, InDesign and/or Photoshop) and CRM/mass email programs (i.e. Blackbaud, Salesforce, Giveeffect, etc.)
- Proficient in Microsoft Office, Google Workspace (formerly Google Suite), and various social media and communication platforms (Facebook, Twitter, Instagram, LinkedIn and Slack Communications)
- Self-starter who is able lead and work independently

### **Work Location/Environment**

- This position is a full-time, salaried position that can be based anywhere in the United States. Our corporate office is located in downtown Oakland.
- Due to Covid-19, employees are currently working in a hybrid work environment that supports both remote and in-person. When working remotely, employees must maintain phone and internet services to be able to complete work as required.
- Can expect up to 15% travel

## Disclaimer

The above job description is not intended to be an all-inclusive list of duties and responsibilities of the position. The Communications Manager may be assigned additional duties in support of marketing and communications.

## Compensation and Benefits

Annual Salary starts at \$66,000

Benefits include: generous vacation, paid health and dental premiums, a supportive team culture, and financial support for individual professional development activities. Successful candidates also have the opportunity to join an employer-sponsored retirement plan.

## How To Apply

Interested candidates are invited to submit a writing sample, a resume along with a cover letter detailing your level of experience and why you're interested in this position via email to: Noorjahan Akbar (she/her), Director of Communications, at [noorjahan@justiceoutside.org](mailto:noorjahan@justiceoutside.org) with the Subject: Communications Manager

Justice Outside is an equal opportunity employer. Employment decisions are made without regard to race, color, religion, national or ethnic origin, sex, sexual orientation, gender identity or expression, age, disability, protected veteran status, or other characteristics protected by law.