



## Communications and Advocacy Coordinator

### THE OPPORTUNITY

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. Justice Outside has long worked to remove barriers that have historically prevented communities of color from accessing meaningful experiences in nature and professional experience in the outdoor sector. We know that participating in outdoor programming offers those who have been most impacted by racial injustice a powerful source of healing and growth.

Reporting to the Communications and Advocacy Manager and working collaboratively with the Justice Outside team, the Communications and Advocacy Coordinator will support our communications and advocacy team in its marketing and strategic efforts to help elevate our brand and mission to a broad range of constituents. This position will also support advocacy and fundraising efforts and ensure accuracy and consistency of program information across multiple modes of dissemination.

### KEY RESPONSIBILITIES

- Formulate and implement strategy for engagement and collaboration with digital influencers, cultivating community-oriented relationships
- Research and pursue new media and community partnerships and maintain existing relationships to employ strategies that will increase outreach and visibility of the organization
- Work with outside vendors and contractors (i.e. photographers, videographers, graphic designers, etc.) to ensure design and content of our materials are accurate and mission-aligned
- Draft content to support and implement the organization's advocacy goals
- Support the communications team in the production of their podcast
- Support the communications team in drafting press releases, creating press kits, researching media outlets, and drafting correspondence to stakeholders such as e-newsletters
- Work closely with the Communications and Advocacy Manager to ensure the organizational message is consistent with stakeholders' vision
- Follow-up on tasks and activities initiated by the Justice Outside leadership team
- Work collaboratively with the Justice Outside departments to manage donor communications, ensure accurate information about our programs and services, and coordinate ongoing messaging via our website, organizational email, and social media platforms

- Assist the communications team with implementing an annual communications plan and calendar for the organization and managing the calendar of events
- Assist with managing and creating content for various social media and online platforms including Facebook, Twitter, Instagram, and LinkedIn ensuring that all outlets have relevant and up-to-date content and ongoing stakeholder engagement
- Assist the communications team with staying up-to-date with current events, national movements, and social media trends relevant to Justice Outside's mission
- Ready to jump-in when and where needed coordinating the logistics of all events including advocacy events and providing lead-up and day of event support
- Assist with other external and internal communications duties as needed

## QUALIFICATIONS

Our ideal candidate brings the following qualifications, competencies, and values:

- At least two years of full-time professional work experience or internship experience in Communications, Journalism, Marketing or a related field
- At least a Bachelor's Degree or equivalent work experience
- Have design and video creation experience
- Familiarity with Microsoft Office, Google Suites, and various social media and communication platforms (Facebook, Twitter, Instagram, LinkedIn, and Slack Communications)
- Familiarity with design and editing software such as Figma, Canva, and Adobe Suite
- Comfortable with conducting and recording video and audio interviews on a diverse range of themes
- Flexible and adaptable to changing timelines and team priorities
- Strong personal interest and appreciation of racial justice and equity in the outdoor and environmental movement
- Excellent writing, editing, and proofreading skills with the ability to tailor writing for different contexts and target audiences
- Strong attention to detail with the ability to manage multiple projects and problem solve when needed
- Strong verbal communication and active listening skills

## WORK LOCATION/ENVIRONMENT

- This is a full-time, hourly position that can be located anywhere in the USA. Occasional weekends may be required. Our in-person office is based in Oakland, CA.
- Justice Outside is a remote workspace. However, there are some employees 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.
- Please Note: This position must be flexible with availability for meetings on an as-needed basis during our core business hours of 9am-2pm(PT)/12 Noon-5pm(ET) /11am-4pm (CT)
- 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 and Advocacy Coordinator may be assigned additional duties in support of marketing, advocacy, and communications.

## COMPENSATION & BENEFITS

The Hourly Pay Range for this full-time non-exempt position is \$26.44-\$27.40 per hour.

Benefits include: unlimited PTO, bi-annual office closures, partially paid health and dental premiums, a supportive team culture, and financial support for individual professional development activities. Candidates also have the opportunity to join an employer-sponsored retirement plan.

## HOW TO APPLY

Interested candidates are invited to submit a cover letter, resume, and writing sample via email to: **Bren Spector (she/her), Director of Communications and Advocacy**, at [bren@justiceoutside.org](mailto:bren@justiceoutside.org) with the **Subject: Communications and Advocacy Coordinator**.

Applications will be accepted and evaluated on a rolling basis, but **priority will be given to candidates who apply by November 8, 2024**.

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.