



JOB ANNOUNCEMENT

Title: **Digital Media & Communications Coordinator**

Status: Regular hourly/Nonexempt position

Salary: Commensurate with experience, minimum \$22.00/hour

Hours: Full time, M-F (currently working from home)

Scope of Responsibility

Oregon Environmental Council's Digital Media & Communications Coordinator is a key member of OEC's Communications and Marketing team and has cross-organizational responsibilities. The Coordinator works in collaboration with OEC's Director of Communications & Marketing Director to implement strategic communications that engage the public and key audiences in understanding and supporting equitable and impactful solutions to the environmental challenges that OEC works on.

The Coordinator will be responsible for scheduling, creating and curating content for our website, social media channels, and email marketing. This position requires a high level of collaboration with key program and development staff to ensure OEC maintains a productive and engaging online presence that supports membership growth and demonstrates the organization's cultural competency and reach to diverse audiences. The Digital Media & Communications Coordinator also provides internal graphic design support.

Essential Duties and Responsibilities:

Cross-Organizational Communication & Marketing (~50%)

- Writes some original content, supports program staff in writing content such as blog posts; opinion pieces; fact sheets and other public outreach materials; website content on program pages; action alert text and other digital communications
- Assists in the writing, editing and collaboration on talking points, press releases and rapid response to opposition messaging
- Produces visuals, including still photography and infographics and co-manages media library
- Assists in securing earned media coverage, pitching stories to media, and building media contacts
- Develops culturally appropriate materials and helps ensure that our voice is inclusive and speaks to diverse audiences

Digital Assets and Social Media (~40%)

- Maintains and coordinates all of OEC's digital assets, including software connected to the website, petition and advocacy engagement programs, email management software (Emma), and all internal/external-messaging systems
- Knows our digital audience and works to develop resources and creative opportunities for social media campaigns, including an overall digital recruitment strategy for diversifying and sustaining our growing community
- Produce and schedule clear and creative content, ensuring consistency in organizational message and voice that is culturally competent and reaches diverse audiences

- Assists in the development of digital campaigns and ways to reinforce OEC’s message and mission through all platforms, in coordination with the program and fundraising team
- Regularly reviews Google Analytics and adapts & informs team strategy for improvement
- Maintains annual metric results and reporting benchmarks for the organization
- Integrates SEO (search engine optimization) for website and all digital channels
- Manages OEC’s Google grant, Google AdWords campaigns and Google One app

Graphic Design (~10%)

- Designs and implements organizational and project-specific promotional materials that are consistent with our brand and mission
- Produces original graphic design and layout, working closely with staff and external graphic designers as needed

Qualifications:

Required Experience and Education:

- Two-four years related professional experience with at least two years demonstrated experience managing digital tools and working in nonprofit communications
- Experience developing and implementing strategic communications and earned media strategies and working with diverse organizations and communities
- Experience working in WordPress, Emma, Sprout Social and DoGooder or other similar website, social and email management software and using InDesign, Photoshop, and Canva design tools or similar graphic design software

Required Skills, Abilities and Qualities

- An understanding of the concepts of institutional and structural racism and bias; a commitment to advancing equity, diversity and inclusion.
- Ability to write, edit and speak in a clear and compelling fashion
- Creativity, flexibility and passion for creating mission-driven nonprofit communications
- Strong organizational skills; ability to manage multiple projects with competing deadlines without losing sight of the “big picture”
- Energized to support Oregon Environmental Council’s [Values and Beliefs](#) and workplace culture as described in our Team [Charter](#)

Desirable:

- Experience working in a public policy or advocacy non-profit setting with a mission-driven staff and board
- Fluency in another language other than English, preferably Spanish
- Bachelor’s degree or equivalent experience in digital media, marketing, communications or related field

Other Requirements:

Travel: Some in state travel may be required.

Work Schedule: Work hours are typically stable and within a standard workday. During Covid-19 OEC staff are working from home and hours can be flexible based on need.

Physical: This job operates in a professional open-floor office environment with a moderate level of noise associated with personal conversations and office machinery. The employee must be able to see, hear and talk and have the physical ability to move around, lift light objects, and use standard office equipment such as computers, phones, photocopiers and filing cabinets.

COMPENSATION AND AMENITIES

This is a non-exempt position, and the minimum hourly compensation of \$22/hour with the potential for a higher hourly rate commensurate with experience. Excellent benefits include four weeks of paid vacation (three the first year) annually, and generous health insurance for employee and family. Learn more about [OEC benefits here](#).

ABOUT OREGON ENVIRONMENTAL COUNCIL

Founded in 1968, OEC is a nonprofit, nonpartisan, statewide organization governed by a board of directors from throughout Oregon. Our mission is to advance innovative, collaborative, and equitable solutions to Oregon's environmental challenges for today and future generations. OEC advocates for impactful, lasting solutions that get at the source of Oregon's environmental problems and have real benefits for people's health and quality of life. These challenges include toxic chemicals in our environment, water pollution and scarcity, and climate change. We find common ground with a diverse group of stakeholders to create collaborative solutions that support social equity and a sustainable economy. To learn more about OEC's commitment to and progress on justice, equity, diversity and inclusion, see [A vision for justice](#) on our website.

This is a responsible position in a fast-paced, mission-driven environment. OEC offers a collaborative, team-oriented, family-friendly workplace that treats employees as the responsible professionals they are. You will learn a lot, laugh a lot, and feel great about helping Oregon communities become better, healthier places to live.

TO APPLY

The position will be open until filled, but we will start to review applications on October 12, 2020. Please email your cover letter and resume to our Operations Manager Karen Roberti at karenr@oeconline.org with subject line "Digital Media & Communications Coordinator-your name."

Oregon Environmental Council provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, gender assignment, gender identity or expression, national origin, (dis)ability status, genetics, protected veteran status, sexual orientation, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.