

Job Description:

# Communications Outreach Specialist

(paid position - 20 hours monthly)



## Communications Specialist Job Description and Requirements

### Introduction

The San Luis Obispo Climate Coalition's (SLOCC) Micro-Community Collaborative (MCC) Program is seeking one part-time (20 hours monthly) Community Organizer to empower communities along the Central Coast to take climate action and become more prepared for climate emergencies. 40% of our community's emissions come from everyday residential actions, and we have the power today to reduce community-wide emissions, save households hundreds of dollars, and create healthier, more resilient communities. We believe in a world where everyone is empowered to act on the climate crisis, and this position will build the groundswell of engagement and support for this belief to become a reality.

### About MCC and BrightAction

MCC is a flagship program of the SLOCC. It was founded in 2019 as a grassroots people's movement that inspires, educates, and empowers San Luis Obispo (SLO), county locals to collaborate as a community, build a sense of belonging, foster resiliency, protect and conserve the environment. MCC is partnered with BrightAction, a robust web-based platform, to provide deep community engagement to build community resilience to the impacts of climate change.

Utilizing BrightAction, our mission is to empower people on climate solutions! The BrightAction platform makes it simple, easy, and fun for community members to learn about climate and sustainability solutions and actions they can take. BrightAction is a one-stop-shop where community members can find everything they need - including local information and resources. Participants work together in teams to build fun, meaningful engagement. Combined with best practice community organizing strategies such as our team leader and youth engagement programs, BrightAction provides a powerful tool to advance climate solutions.

### The Opportunity

MCC's Communications Specialist will help SLO Community households learn about climate and sustainability solutions and take action to reduce emissions, save water, save money, and create a healthier, more resilient community. In addition, this individual will facilitate the creation of targeted campaigns to build relationships with community influencers, increase individual donations, the number of platform participants, and the number of MCC team leads. Once implemented, the communications specialist will monitor the results, advise the MCC working

group and SLOCC communications team and recommend adjustments to their marketing efforts accordingly. General responsibilities include:

- Work with MCC working group to develop content for a communication and marketing plan and editorial calendar; coordinate execution and support with SLOCC Communications Team.
- Work through the SLOCC Communications Team to create engaging and shareable content for blog articles, FaceBook, Instagram, Twitter, LinkedIn posts, monthly newsletters, and promotional videos.
- Serve as administrator for Resilient SLO Challenge (Bright Action) platform.
- Maintain MCC webpage on SLOCC's main website.
- Provide community feedback to the MCC working group, the Program Director, SLOCC Leadership Team, and stakeholders.
- Plan and execute community initiatives and programs.
- Execute and monitor social media campaigns and analyze web traffic from the online community using key performance indicators (KPIs).
- Find new marketing and outreach opportunities to push brand image and products.
- Work with journalists and PR agencies to ensure accurate brand representation.
- Participate in social events, corporate events, and workshops to allow for networking.
- Attend monthly MCC meetings and present progress report.

### **Requirements**

- Live in or near SLO County
- 2-3+ years experience as a communications coordinator
- Strong communication and empathy skills and a passion for building trust with a broad range of diverse community members and leaders
- Self-motivated and proactive team player with strong organizational and project/time management skills
- Passionate about empowering people and communities on climate change solutions
- Able to work from home and to work in the evenings and on weekends as needed
- College degree preferred
- Spanish proficiency preferred

### **Details**

This position is part-time (20 hours monthly, maximum 250 hours annually) and pays \$30/hour. There are no benefits; however, we offer flex time, training, and a dynamic, supportive, and collaborative setting. This position reports to the MCC Program Director.

### **Application**

To apply, go to

<https://docs.google.com/forms/d/e/1FAIpQLSf1SOsvp7G4yrbWfaDsoLI0jMgLdFRz5pqexHigMWGcR0PV8Q/viewform>.

The position will be posted online, and applications will be accepted until the position is filled.

**The SLOCC and MCC Program** is an Equal Opportunity Employer. Women, people of color, members of the LGBTQI+ community, and other historically disenfranchised groups are encouraged to apply. The SLOCC is mission-driven and has a positive work environment and a creative, collaborative team.