

Job Description:

Director of Communications & Outreach

(volunteer ~ 40 hours per month)



We are looking for a committed and enthusiastic **Director of Communications** to join the SLO Climate Coalition (SLOCC) Leadership Team on a volunteer basis. From this dynamic position, you will be responsible for designing and implementing creative high-impact communication strategies that support SLOCC's vision, mission and goals, and promote climate change awareness in San Luis Obispo County and neighboring communities.

We are proud of our initial success locally in raising awareness of the urgent need for carbon reduction; our next step is to expand the scope of our influence, throughout San Luis Obispo County and the California Central Coast, and to become part of the global effort to address the negative effects of climate change.

This role will **report to the Executive Director**.

RESPONSIBILITIES

- Expand our reach by communicating our mission to the local community and beyond.

- Collaborate with the organization's programs and campaigns to provide services and resources that support awareness, actions, advocacy and grow the impact of our programs.

- Design and implement networking initiatives to expand the organization's influence and bolster a harmonious civic engagement movement in the local community.

- Pioneer the process of developing three operations - Communication and Outreach, Coalition Partnerships, and Marketing.
 1. Communication and Outreach
 - a. Design and deliver a captivating message to critical audiences

 2. Coalition Partnerships
 - a. Develop opportunities to establish new strategic partnerships while maintaining productive and supportive current coalition relationships

3. Marketing

- a. Create advertising campaigns tailored to local and global audiences advocating for climate change action.

- In coordination with Human Resources, recruit and train talented and committed volunteers to carry out the work of each department.
- Lead and manage these department teams. Provide a supportive and encouraging work environment to ensure team success and high morale.
- Maintain the organization's internal communications platforms and ensure quality control by enforcing communication-related compliance policies.
- Lead support staff through the process of tracking each department's key performance indicators, as well as volunteer performance and attendance metrics. Ensure all critical data is reported to human resources accurately and in a timely manner.
- Oversee the creation of information materials, such as graphics, video and other assets, and develop strategies to maximize brand exposure. Ensure that all organizational materials are consistent with the organization's goals and represent the organization in a positive light before being released to the public.
- Manage all forms of media (press releases, digital campaigns, print materials, social media, interviews, multi-media output, etc) while also establishing relationships with media members, influencers and community leaders.
- Participate in monthly leadership team meetings and report progress to the leadership team.

SKILLS AND QUALIFICATIONS

- A passion and commitment for climate action to influence public policy on climate change issues.
- The ability to adapt and thrive in non-profit or start-up environments.
- Minimum 5 years experience combined from the following areas: communications, outreach, partnership building, public relations or marketing.
- Excellent spoken and written communications skills, including ability to deliver presentations and field difficult questions.
- The ability to produce strategic, engaging and educational content with an approach tailored to each media platform.
- People management and team working skills as well as the ability to lead and motivate people to produce impactful outcomes that fulfill the organization's overall objectives.

- Experience in public speaking, networking and managing strategic partnerships.

Our ideal candidate would be organized, an effective communicator with the ability to create messages and deliver them to diverse audiences. They should have some basic knowledge of climate change and climate action practices but do not need to be a climate expert. We are looking for a self-starter with good organizational skills.

Applications can be submitted at: <https://forms.gle/sTVxy7QZuwygVWAC8>

Our Vision and Mission:

The SLO Climate Coalition is a community organization committed to creating a vibrant, just, and climate-resilient Central Coast. Our mission is to bring together community expertise, creativity, and resources to champion high impact regional climate solutions that inspire other communities to do the same.

For more information about the SLO Climate Coalition please visit our website at <http://sloclimatecoalition.org>