



WORKING TOWARD

A Vibrant, Just,
Climate-Resilient
Central Coast

Marketing & Communications Lead - VOLUNTEER

Job Description

Location: Remote/San Luis Obispo
Job Type: **Volunteer** ~ 20 hours per month
Reports to: Executive Director

SLO Climate Coalition (SLOCC) is seeking a committed, experienced, and enthusiastic volunteer to serve as our Marketing & Communications (MarCom) Lead. In this role, you'll help shape and share our message, support climate action in San Luis Obispo County, and expand awareness of our work across the Central Coast.

As part of the volunteer Leadership Team, you'll collaborate closely with our MarCom volunteers and the Executive Director to develop engaging communication strategies and strengthen our public presence.

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.

JOB SUMMARY

The Marketing & Communications Lead guides SLO Climate Coalition's messaging, outreach, and public presence by coordinating a talented team of staff and volunteers. This role focuses on strategy, facilitation, and partnership-building—ensuring that campaigns, communications, and community relationships advance our mission and amplify climate action across the Central Coast.

RESPONSIBILITIES

- Champion SLOCC's mission and programs in the community by guiding messaging and outreach strategies that expand our reach and impact.
- Provide strategic direction for communications across programs and campaigns, ensuring resources and messaging promote awareness, action, and advocacy.

- Cultivate and steward relationships with community partners, allies, and local leaders to strengthen our regional climate movement.
- Work with the MarCom team to *coordinate* and *facilitate* three key areas:
 - **Communication & Outreach:** Guide the development of clear, compelling messages for priority audiences; support staff and volunteers in tailoring and delivering those messages.
 - **Coalition Allyships:** Identify opportunities for new partnerships and support team members in maintaining strong, collaborative relationships with existing allies.
 - **Marketing:** Coordinate and oversee campaigns that highlight climate action locally and beyond, ensuring roles and tasks are clearly delegated and supported.
- Ensure internal communication platforms are well-organized and that messaging stays consistent with organizational guidelines and brand.
- Oversee and support the creation of graphics, videos, and other media assets by staff, contractors, and volunteers; ensure all public-facing content aligns with organizational goals.
- Coordinate press releases, social media, digital campaigns, and other media outreach, while helping cultivate relationships with media and community influencers.
- Participate in bi-monthly Leadership Team meetings and provide high-level updates on communications strategy and progress.
- Lead weekly MarCom meetings, including agenda design, facilitation, follow-up, and reminder communications.

SKILLS & QUALIFICATIONS

- Passion for climate action and interest in community engagement.
- Ability to work collaboratively in a fast-paced, volunteer-driven environment.
- Preferred 5+ years of combined experience in communications, marketing, outreach, partnership-building, or public relations.
- Strong written and verbal communication skills; comfortable presenting and answering questions.
- Ability to create engaging, strategic content tailored to different platforms.
- Experience leading teams, managing projects, and supporting collaborative work.
- Public speaking, networking, or partnership management experience is a plus.
- Organized, proactive, and able to communicate effectively with diverse audiences.
- Basic knowledge of climate change is helpful but not required.

HOW TO APPLY

Please send your resume and a brief statement of interest to:
Lexi Head, Operations & Community Engagement Manager
lexi@sloclimatecoalition.org

ABOUT US

SLO Climate Coalition is a community organization dedicated 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.

Learn more at sloclimatecoalition.org