



## **Position Announcement: Communications Manager**

**Chesapeake Climate Action Network is hiring an experienced writer and media specialist to support our campaigns for climate solutions in Virginia.**

The Communications Manager will engage, educate, and motivate our target audiences through smart, friendly, compelling prose for various communications outlets. The top priority will be earning robust media coverage by producing top-quality messaging and developing solid relationships with outlets throughout Virginia, DC, Maryland, and beyond. The Communications Manager will grow our organic online presence via social media, blogs, and websites.

### **About us**

Chesapeake Climate Action Network (CCAN) is the first grassroots, nonprofit organization dedicated exclusively to fighting global warming in Maryland, Virginia, and Washington, D.C. Our mission is to build and mobilize a powerful grassroots movement and use our proximity to the nation's capital to push for state, national and international policies that will put us on a path to climate stability. We take on the region's worst climate polluters using many legal and regulatory tactics while advocating for the most effective clean energy policies for our region, the nation, and the world.

### **What you will do**

#### **Media Relations**

- Collaborate with the Communications team and program staff to draft strategic, effective, and well-written press releases, media advisories, op-eds, and letters to the editor.
- Maintain an updated press list and proactively engage with reporters via phone calls and at events to build rapport and demonstrate our reliability as a news source.
- Explore opportunities for coverage in alternative media platforms such as Substack and other online platforms.
- Track coverage of our organization and priority issues.

#### **Social Media**

- Generate social media posts and advertising that motivate our supporters to take action and share our messages organically.
- Increase our ability to amplify critical messages within tight timelines driven by news events or overlapping campaign priorities from CCAN's regional teams.
- Explore the potential value and challenges of more region-specific social media messaging for Virginia, Maryland, and DC.

#### **Blogs, Websites, Research**

- Own the CCAN and CCAN Action Fund blogs, develop a schedule for consistent posting, and write engaging, informative blog posts. Solicit and edit blog content written by staff or outside contributors. Amplify posts via social media.

- Share responsibility for other content creation and editing to keep our websites current by communicating our campaigns, tone, and goals.
- Occasionally conduct research and produce educational white papers or reports.

### **Campaign Materials**

- Help develop and coordinate the production of assorted campaign materials, including hardcopy literature, swag giveaways, banners and signage, and more.
- Work closely with the Virginia team to create timely materials for their campaigns.

### **Membership Communications**

- Utilize Engaging Networks, our CRM, as needed to produce effective emails or landing pages and develop queries to reach targeted audiences based on key criteria or generate reports on campaign results.

### **Qualifications**

- Excellent writing skills, including the ability to write effectively for various audiences.
- Familiarity with CRM and campaign management software (creating target audiences, landing pages, etc.)
- Experience engaging with reporters and media outlets.
- Self-driven and able to work effectively with a team.
- Able to multitask and prioritize measurable results.
- Problem-solver: someone who thinks of solutions more than barriers.
- Willing to work evenings and weekends as needed.
- Willing to travel within the region as needed.

### **The Details**

Salary is commensurate to experience within a range of \$63,000-\$74,000. **The Communications Manager is a hybrid position based in Richmond, Virginia. CCAN staff work in the office at least two days per week.** This position reports to the Takoma Park-based Communications Director.

[Please complete the Google form application](#), where you will answer a series of short questions and submit a resume. We will accept applications until the position is filled, with interview preference given to candidates who apply by October 31, 2023.

The interview process will consist of a phone interview, a panel interview over Zoom, and a skills test, with the possibility of an in-person meeting. We hope to make a job offer in November.

**Don't meet every single requirement?** Studies have shown that women and people of color are less likely to apply for jobs unless they meet every single qualification. We are dedicated to building a diverse, inclusive, and authentic workplace; therefore, if you're excited about this role but your experience doesn't align perfectly with every qualification in the job description, we encourage you to apply! You might be the perfect candidate for this or another role at CCAN.

**Equal Employment Opportunity** CCAN 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, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, 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.