



Position Announcement: Virginia Communications Manager

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

The Virginia 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 only group in the Chesapeake region of Maryland, Virginia, and Washington D.C. dedicated exclusively to building a powerful grassroots movement to fight climate change. We envision an equitable energy future where fossil fuels are phased out, efficiency is prioritized, and truly clean sources of power — solar, wind, and geothermal — sustain every aspect of our lives. We are working on bold campaigns that would result in energy policies matching the scale of the climate crisis. Since 2002, we have been pushing the envelope of what’s “politically possible” in the region, using every tool inside and outside the box—from organizing to lobbying to the law.

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 Medium or Substack and other online platforms.
- Track media 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.
- Detail-oriented with strong proofing skills, grammar, and spelling.
- One to two years of experience in media relations or social media management.
- 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.

Don't meet every requirement? Studies have shown that women and people of color are less likely to apply for jobs unless they meet every qualification. We are dedicated to building a diverse, inclusive, and authentic workplace and value lived and work experience. If you're excited about this role but your experience doesn't perfectly align 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.

The Details

Salary is commensurate with experience and ranges between \$64,890 and \$77,220. **The Virginia Communications Manager is based in Richmond, Virginia. This is a hybrid position, working in the office at least two days per week.** The 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 Friday, September 13, 2024.

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 late September.

Equal Employment Opportunity CCAN provides equal employment opportunities to all employees and applicants 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 employment terms and conditions, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.