

Waterkeepers Chesapeake Communications & Outreach Associate

Waterkeepers Chesapeake seeks an enthusiastic, energetic, outgoing self-starter with a passion for environmental justice to provide high-level support to our communications and outreach efforts. The Associate will work closely with the Executive Director and program staff to promote our primary campaigns—[Fair Farms](#) and [Clear Choices, Clean Water](#). The ideal candidate will have an educational and professional background that demonstrates effective communications, outreach, and campaign-building skills. Proven experience in leveraging social media, persuasive writing, visual media, earned media, and data driven targeting to engage and inspire action is critical. This is an excellent position for a candidate interested in working in a small organization that welcomes creative ideas from staff at all levels, and provides a range of responsibilities and opportunities to learn and participate in campaigns that make a difference in people's lives.

Job Duties and Responsibilities:

- Become fluent in our clean water program and campaign work to build support through creative communication in traditional and digital media.
- Develop and execute communication plans for campaigns and organizational visibility efforts.
- Craft earned media strategies. Work with media to gain positive coverage of our work and events. Monitor media and participate in rapid response when necessary.
- Engage the public and the environmental community through e-newsletter support and action alerts.
- Draft, edit and distribute campaign materials, press releases, blogs, letters to the editor, letters to elected officials, feature articles and Op-Eds.
- Develop our social media “voice” and maintain a strong presence through Facebook, Twitter, and Instagram. Execute targeted goals for growth on these platforms.
- Manage and draft daily content for WKC’s social media.
- Manage content updates on website (Wordpress).
- Develop visual materials (informational graphics, photographs etc.) for publications and outreach efforts. Work with our vendors to develop materials, including video.
- Create and assist with presentations and PowerPoints as needed.
- Provide communications assistance to our Waterkeeper member programs to connect and integrate them into Waterkeeper Chesapeake campaigns.
- Aid in developing partnerships and conducting outreach, including events, for campaigns.

Desired Qualifications

- Minimum one to three years' experience in non-profit advocacy, political organizing, cause-oriented digital media, communications/public relations, or "green" journalism. Experience with outreach and marketing, events, and social media, preferred.
- Experience in planning and executing successful advertising or advocacy strategies through Facebook, Twitter, LinkedIn, Instagram, eCRM platforms and email marketing.
- Ability to manage multiple projects and timelines with a positive attitude, flexibility and attention to detail.
- Demonstrated success in working as a member of a team and developing effective working relationships with staff, volunteers, and the public. Strong work ethic.
- Intermediate or higher level proficiency with PowerPoint (or equivalent), Wordpress, Microsoft Office (or Mac equivalent), Adobe Creative Suite essentials like Photoshop and InDesign, and Final Cut Pro (Adobe Premier).
- Familiarity with Google Ad Words, Google Analytics, HTML5/ AdobeAnimateCC, Hootsuite, and Action Network a plus.
- Outstanding communication skills, both oral and written for online and traditional venues.
- A minimum of a bachelor's degree in communications, environmental studies, journalism, social marketing, political science, or a related field. Master's degree in related field desired, but not required.
- Prior knowledge about environmental policies and news, particularly relating to agriculture and stormwater pollution.

Waterkeepers Chesapeake

Waterkeepers Chesapeake is a coalition of eighteen independent programs working to make the waters of the Chesapeake and Coastal Bays swimmable and fishable. We amplify the voices of each Waterkeeper and mobilize our organizations to fight pollution and champion clean water.

Clear Choices Clean Water is a campaign to increase awareness about choices we make and the impacts they have on our rivers, streams and bays. Water friendly practices such as landscaping with native plants, using less fertilizer, managing yard and pet wastes, maintaining septic systems, fostering soil health, and using less water all help to protect our precious water resources. Clear Choices Clean Water empowers everyone to do their part for water quality and conservation.

The Fair Farms Campaign brings together consumers, farmers, public health professionals, and conservationists to advocate for a food system that is equitable, fair to farmers, invests in homegrown healthy foods, and restores our waterways.

The position is in the Washington, DC metro area and includes telecommuting as well as shared office space. A car will be necessary for meetings throughout the Chesapeake Bay region. Will require some evening and weekend hours.

Salary range for this position is \$35,000 - \$45,000. Position includes a generous benefits package. The position is available immediately. Waterkeepers Chesapeake is an equal opportunity employer. People of color, women, disabled people, and transgender or gender non-conforming applicants strongly encouraged to apply.

Please submit a resume, cover letter indicating your specific interest in this position, a writing sample (preferably from a previous campaign, either an email action alert, op-ed, or other media content), and a sample of earned media from prior work to [info\(at\)waterkeeperschesapeake.org](mailto:info@waterkeeperschesapeake.org).