



**Job Opening Announcement**

**Job Title:** Outreach and Communications Coordinator

**Reports To:** Director of One Water Partnership Program

**Status:** Employee, Full-time, Exempt

**Organizational Background:** Interfaith Partners for the Chesapeake (IPC) ignites the power of faith communities in the Chesapeake Bay region to honor all of Creation by working together to protect and restore our shared watershed. We envision a time when faith communities across the Chesapeake region honor, care for, and protect the watershed we share so all our communities, and future generations, may thrive. Since 2013, IPC has engaged nearly 300 congregations to implement best management practices on their grounds and raise awareness among their congregants. IPC's programs are offered to congregations throughout Maryland, including the Eastern Shore, as well as south-central Pennsylvania. Visit [www.InterfaithChesapeake.org](http://www.InterfaithChesapeake.org) to learn more.

**Location:** IPC's team operates virtually from home offices. Each team member is expected to perform with highly disciplined independence. IPC has traditional office space in Annapolis, Maryland. The Outreach and Communications Coordinator will report to the Annapolis office at least once per week (once Covid conditions allow). The remainder of the weekly schedule will be conducted remotely. A computer and peripherals will be provided to facilitate work-from-home; however, reliable internet at the home office must be provided by the employee.

**Roles and Responsibilities:** The Outreach and Communications Coordinator advances IPC's mission by engaging congregations in our programs and supporting them on their journey to being good stewards of the Earth. This involves outreach through in-person engagement, social media, email communications, outreach at the denominational level, and having a presence at community and religious events. It also involves coordinating with other non-profit and governmental partners to cultivate a collaborative atmosphere of numerous partners working together to advance community-wide restoration and education goals. The Outreach and Communications Coordinator will serve as IPC's lead outreach staff person for Anne Arundel County and upper Eastern Shore regions, will coordinate outreach efforts in Lancaster, Pennsylvania as we expand our work there, and will assist with outreach in other regions, as needed. This person will also play a larger role in our Communications work, supporting the Director with social media and email campaigns, lead generation, media outreach, and assisting with implementing our Communications Plan.



## **Position Roles and Responsibilities Breakdown:**

### Outreach and Engagement of Congregations (70%)

1. Serve as IPC's primary staff person in the Anne Arundel County and upper Eastern Shore regions. Duties include coordinating outreach and engagement with congregations in collaboration with IPC's non-profit partners, cultivating relationships with congregations and supporting them in their efforts to improve water quality and leading education and activities, and representing IPC at outreach events in these respective regions.
2. Oversee scaling up of outreach and engagement in Lancaster, Pennsylvania, including assisting with a hiring process for part-time staff in that region.
3. Maintain regular communication with IPC's non-profit partners in the Anne Arundel, upper Eastern Shore, and Lancaster regions to ensure smooth flows of communication and collaborative outreach around both IPC and partner led education and engagement opportunities for congregations in these regions.
4. Work with IPC's Program and Executive Directors to establish recruitment and engagement goals for this position's assigned regions.
5. Develop and execute outreach plans to achieve program recruitment goals through outreach to congregations, denominations, individuals at large, nonprofit organizations, and governmental representatives. This could include activities such as preparing and distributing printed promotional materials, digital media communications, planning gatherings and events, engaging with local governmental planning committees, and more. As such, the Outreach Coordinator may be required to work during non-business hours.
6. Track recruitment and engagement metrics using databases such as Airtable and NationBuilder. Prepare summaries or reports, diagrams, appendices, and other supporting documentation as requested to support the program's manager.
7. Assist with outreach in the DC metro area including Prince George's and Montgomery Counties as needed.

### Communications Assistance (30%)

1. Develop and coordinate robust social media campaigns that promote IPC events, initiatives, and advocacy campaigns. Maintain updated lists of social media handles for partner congregations, partner organizations, and state legislators. Assist with tracking key metrics to evaluate the efficacy of these campaigns.
2. Develop and coordinate communications campaigns that highlight the work and accomplishments of IPC partner congregations to protect, restore, and honor the Chesapeake Bay Watershed.
3. Develop messaging and materials to use with our various target audiences to promote IPC, our events, and engagement opportunities.
4. Assist with drafting and placing Letters-to-the-Editor and Op-Ed's, authored by staff, board members, or clergy in our network. Maintain updated media contact list.
5. Oversee website content to ensure it is fresh, updated, engaging and reflective of current programs, campaigns, and strategic goals.
6. Coordinate the production of IPC's monthly electronic newsletter.
7. Coordinate development of brief videos capturing the stories of congregational impact for use in promotional and communications efforts.
8. Work with the Executive Director and Development Assistant to develop annual reports, compelling leave-behinds for donors, and other fundraising materials.



**Position Requirements:**

- College degree required.
- 3+ years of experience leading outreach/communications campaigns. Other project management experience will be considered if the candidate can demonstrate the ability to lead and complete complicated projects on time and within budget.
- Excellent communications skills, both written and verbal.
- Highly organized with excellent attention to detail.
- Charismatic personality; loves interacting with people on the phone, video-chat, or in-person.
- Experience graphically designing print and electronic media. Applicants are asked to submit an example of something they have produced with their resume.
- Familiarity with online and multimedia communications best practices.
- Proven ability to mobilize people and facilitate groups.
- Demonstrated expertise in Microsoft Word, Excel, PowerPoint, Adobe Writer, Canva, and the Google Suite.
- Demonstrated knowledge of website upkeep.
- Ability to travel by personal car throughout Maryland and Pennsylvania as needed for meetings, workshops, and outreach activities.
- Satisfactory background check performed by third-party.

**Ideal Qualifications:**

- Creative thinker.
- Positive “can-do” attitude with a willingness to learn new skills and independently troubleshoot problems.
- Strong passion and motivation to inspire people of faith to respond to the environmental challenges of our time.
- Demonstrated ability to work independently as well as part of a team.
- Not intimidated by cold-calling congregations or public speaking.
- Tech-savvy aptitude. While not required, preference will be given to candidates with experience with: Basecamp (or Asana or Trello), Airtable, Zoom (as a technical facilitator), and/or basic website upkeep experience. Note your familiarity with these platforms in your cover letter if applicable.
- Able to juggle multiple assignments simultaneously, with attention to detail, efficiency, and timeliness.
- Given the outreach region will be primarily Anne Arundel County and upper Eastern Shore, it is ideal if the candidate lives in this area to facilitate impromptu site visits and activity coordination, as Covid-19 restrictions loosen.

**Compensation:** \$36,000 to \$45,000 annual salary, commensurate with skills and experience. Includes paid vacation and holidays, and a cell phone stipend for use of personal cell phone at their home office. IPC does not currently offer health benefits because our pool of employees interested in health benefits is too small. Should additional employees increase the size of the pool, a health benefits program will be established. Work-related travel is reimbursed at the prevailing IRS reimbursement rate.



**How to Apply:** In our effort to promote diversity in all aspects of our mission, we strongly encourage persons of under-represented races to apply. IPC is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws. This policy applies to all employment practices within our organization, including hiring, recruiting, promotion, termination, layoff, recall, leave of absence, compensation, and training.

Please upload a cover letter, resume, three (3) references, and a sample of a poster, flyer, social media post, or other promotional graphic material you created through our online portal [here](#).

If you have questions, you may contact Matthew Heim at [Matthew@InterfiathChesapeake.org](mailto:Matthew@InterfiathChesapeake.org). Resumes will be collected until the position is filled. Interviews will begin immediately upon receiving qualified applications. We plan for the new hire to begin working no later than March 1, 2021.