

POSITION TITLE: COMMUNICATIONS & DEVELOPMENT ASSOCIATE

LOCATION: Washington, DC

SUPERVISOR(S): Director of Communications & Development

SALARY: DoQ

Summary Description:

This is a unique opportunity to help a ground-breaking environmental organization dramatically increase the role of communications in advancing its mission, growing its audience, and building its supporter base, particularly through online outreach and engagement. We seek a highly motivated self-starter to contribute to a multi-faceted communications and development program designed to strengthen CIEL as a leader in defending the right to a healthy planet. This position will increase CIEL's overall profile while supporting and promoting its individual programs. The position will work under the supervision of the Director of Communications and Development to support CIEL's program objectives and visibility in both online and traditional media; use digital strategies to grow, mobilize, and engage our supporter base; and expand CIEL's fundraising capacity. The Communications & Development Associate will: play a central role in CIEL's communications capacity and strategy; write extensively on behalf of CIEL programs and campaigns; serve as an editor for external communications; support online outreach and supporter engagement; and support CIEL fundraising efforts, including by drafting online appeals and institutional proposals and reports.

Responsibilities:

1. Work with Communications & Development Director and other relevant staff to strengthen CIEL's communications capacity, strategy, and processes;
2. Create online and social media content to build our audience and grow online engagement in support of program and organizational goals, while ensuring consistency, high quality, and a clear, compelling organization voice;
3. Serve as writer, editor, and/or proofreader for communications materials (including news releases, online content, reports, and multimedia products) and development initiatives (including grant reports and proposals);
4. Grow relationships with targeted online, print, and broadcast journalists, editorial writers, and columnists, as well as with other media sources to expand coverage of CIEL's work and the issues we address;
5. Increase CIEL's visibility in mainstream outlets, including through drafting press releases, op-eds, and talking points, and supporting staff to respond to media requests;
6. Support creation and implementation of email campaigns and other communications, including email design, list segmentation, and reporting;
7. Help create and implement online campaign strategies, including on Facebook, Twitter, and other social networking sites, including learning from qualitative and quantitative analysis of social network engagement;
8. Implement online engagement and supporter outreach campaigns;
9. Prospect new development opportunities to support organizational initiatives and support donor stewardship campaigns;
10. Maintain timesheets, submit paperwork on time, and meet with supervisor(s) as requested; and
11. Share light office duties with the rest of staff, and perform other job-related duties as assigned.

Qualifications:

Minimum Qualifications:

1. Bachelors degree;
2. 1-3 years' work experience in journalism, communications, or development, preferably including experience in an NGO environment;
3. Exceptional writing skills, including the demonstrated ability to write in a wide variety of formats and to translate complex subject matter clearly and compellingly for a variety of audiences;
4. Strong and demonstrated experience with a variety of communication technologies and formats, including business-relevant experience in the use of online and social media;
5. Experience working with a diversity of people, groups, local communities, and organizations;
6. Ability to work both independently and in close coordination with a team;
7. Strong organizational skills and ability to manage multiple tasks simultaneously;
8. Exceptional attention to detail, copy-editing skills, and ability to draft content under tight deadlines;
9. Ability to work at least 80% time; full time preferred; and
10. Legal authorization to work in the United States.

Desired Qualifications:

1. Experience in human rights or environmental issues (strongly preferred);
2. Experience with donor databases and/or supporter engagement tools, such as MailChimp, Network for Good, and Blackbaud;
3. Facility with visual content design; experience in Adobe suite or equivalent a plus;
4. Competence in multimedia, website management, HTML/CSS a plus; and
5. Good sense of humor.

To Apply:

Application will be open until filled, and considered on a rolling basis. Ideal start date is June 3. Please submit: resume, cover letter, a 500-word maximum response to the prompt: "Why the environment is a human rights issue," and a portfolio of recent and relevant work product in a single PDF document to jobs@ciel.org with "Associate Application: [Your Name]" in the email title. Submitted materials should reflect your own work exclusively, without editing by others.

Salary and Benefits:

The salary is competitive and commensurate with experience. CIEL offers excellent benefits, including generous vacation and paid sabbatical leave.

CIEL is an equal opportunity employer and does not discriminate based on race, nationality, ethnicity, religion, political belief, age, gender, sexual orientation, or class.

About CIEL:

For nearly 30 years, CIEL has used the power of law to protect the environment, promote human rights, and ensure a just and sustainable society. CIEL's dynamic team of international attorneys and experts work together in a collaborative and supportive work environment to tackle some of the most timely and challenging issues facing people and the planet.