



## POSITION DESCRIPTION

**POSITION TITLE:** Communications Manager  
**SUPERVISOR(S):** Vice President

**LOCATION:** Washington, DC  
**SALARY:** D.o.E.

### **SUMMARY DESCRIPTION:**

This is a unique opportunity to help a groundbreaking environmental organization dramatically increase the role of communications in advancing its mission, growing its audience, and building its supporter base. We seek a highly motivated self-starter to manage a multi-faceted communications program designed to strengthen our role and reputation as a leader in defending the right to a healthy planet. The Communications Manager will increase CIEL's overall profile while supporting and promoting its individual programs. The position will work with the Vice President and senior staff to frame CIEL's message, develop and maintain a consistent organizational voice, manage and support our engagement with both online and traditional media, and grow our audience. The Communications Manager will: play a central role in building CIEL's communications capacity and strategy; write extensively on behalf of CIEL programs, activities, and leadership; serve as principal editor and project manager for external communications; and serve as our organizational focal point for online outreach and supporter engagement. The Manager reports to the Vice President.

### **RESPONSIBILITIES:**

#### General Communications:

1. Work with Vice President and other relevant staff to continually strengthen and streamline CIEL's communications strategy and processes;
2. Oversee design and development of CIEL publications and online and social media content to ensure consistency, high quality, and a clear, compelling organizational voice;
3. Serve as writer, editor, and project manager for communications materials including news releases, news materials, online content, program announcements, reports, development materials as they relate to outreach using online platforms (email, social media, etc), and multimedia products;
4. Prepare written materials, including talking points and presentations, for the President and Vice President, as requested;
5. Manage and maintain CIEL's CMS to effectively capture, segment, and engage our supporter base;
6. Identify opportunities to support organizational initiatives and develop communications materials and campaigns to promote and publicize these activities;
7. Facilitate media and communications training opportunities for program staff;
8. Envision, design, and produce graphics, memes, report layouts, and other visual materials to enhance or amplify written works.

#### Traditional Media and Press Relations

1. Develop and/or maintain positive working relationships with targeted online, print, and broadcast journalists, editorial writers, and columnists, as well as with other media sources;
2. Respond to media requests for information and facilitate media interviews with spokespeople, authors, and others;
3. Work with program staff to develop press releases, pitch journalists, and increase coverage of CIEL's work in online, print, and trade publications;
4. Maintain, segment, and grow CIEL media contacts list.

#### Online Communications and Social Media

1. Support creation and implementation of email campaigns and other communications, including email design, list segmentation, and reporting; ensure consistency, quality, and delivery;

2. Oversee cultivation of CIEL's brand on Facebook, Twitter, Instagram, and other social networking tools, including content updates and constituent engagement;
3. Share regular qualitative and quantitative analysis of email campaign performance, social network engagement, etc., and use it to improve agreed-upon metrics;
4. Design and create materials for online social marketing campaigns for the organization;
5. Create, maintain, and implement content for the [ciel.org](http://ciel.org) website, create microsites to support specific campaigns, and support program staff in the creation of affiliated sites.

Management and Administration:

1. Maintain timesheets contemporaneously and submit them on time;
2. Meet periodically, as requested, with the Vice President, President, CFO, and other team members;
3. Manage communications staff to meet deadlines, prioritize tasks, and ensure high-quality work product;
4. Recruit, hire, and supervise communications interns;
5. Assist in preparation of annual project and program plans, including dedicated communications and operating budgets;
6. Share light office duties with the rest of a small and dedicated staff;
7. Perform other job-related duties as assigned by supervisor.

**QUALIFICATIONS:**

Minimum Qualifications:

1. Bachelor's degree or equivalent experience;
2. 4-6 years' work experience in journalism, public relations, or communications, 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 extensive, professional experience in the use of online and social media;
5. Experience working with a diverse range of people, groups, local communities, and partner organizations;
6. Experience with CMS maintenance and use, such as Blackbaud or Salsa/DIA;
7. Strong organizational skills and ability to manage multiple tasks simultaneously;
8. Ability to work full time.

Desired Qualifications:

1. Relevant work/educational experience with international or environmental policy, human rights, or law;
2. Good sense of humor and ability to operate comfortably in a relaxed, informal work environment;
3. Design experience in Adobe suite or equivalent;
4. Spanish language fluency;
5. Facility with HTML and CSS a plus.

**About CIEL:** For 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 interesting and challenging issues facing people and the planet. CIEL is a 501(c)(3) non-profit organization and is an equal opportunity employer and encourages individuals from a diversity of backgrounds to apply. CIEL offers an informal, friendly, and fun work environment with excellent benefits.