



## POSITION DESCRIPTION

**TITLE:** Communications Associate  
**SUPERVISOR(S):** Vice President

**LOCATION:** Geneva, Switzerland  
**SALARY:** D.o.Q.

### **SUMMARY DESCRIPTION:**

This is a unique opportunity to help a ground-breaking environmental organization dramatically increase the role of communications in advancing its mission to protect the environment, promote human rights, and ensure a just and sustainable society. We seek a highly motivated self-starter to contribute to a multi-faceted communications program designed to strengthen CIEL as a leader in defending the right to a healthy planet and grow our audience. This position will increase CIEL's overall profile while supporting and promoting its individual programs, particularly those with a focus on Europe and the United Nations. The position will work with the Communications Manager and Vice President to frame CIEL's message, write content with a consistent organizational voice, and manage and support our engagement with a particular emphasis on helping CIEL expand its digital and shared media capacity. The Communications Associate will help strategize, shape, and execute social media and digital engagement to support CIEL's various programs.

### **RESPONSIBILITIES:**

#### General Communications:

1. Draft, edit, and shepherd written content including newsletters, press releases, online content, talking points, reports, development materials, and multimedia products.
2. Support development and design of CIEL publications and online and social media content to ensure consistency, high quality and a clear, compelling organizational voice.
3. Work with the Vice President and Communications Manager and other relevant staff to strengthen and streamline CIEL's communications strategy and processes.
4. Envision, design, and produce graphics, report layouts, memes, and other visual materials to enhance or amplify written works.

#### Digital and Social Media

5. Research, write, and edit content for digital campaigns across digital media platforms, including social media channels, websites, microsites, and email subscribers.
6. Monitor conversations, activities, and trends in social media that may serve as opportunities for the organization.
7. Develop a meaningful analytics program, draft key creative and strategic recommendations based on reporting and available success metrics.
8. Work with communications and program staff to identify, segment, and target lists for email distribution.
9. Optimize and develop content for the website and CIEL-owned microsites using SEO.

#### Traditional Media and Press Relations

10. Support Communications Manager in press outreach, earned media strategy, and developing positive relationships with key reporters and outlets. This position will have a particular emphasis on working with press who cover the United Nations and European Parliament.
11. Support media requests for information and facilitate interviews with spokespeople, authors, and others.

### Management and Administration:

12. Maintain timesheets contemporaneously and submit them on time;
13. Meet periodically as requested, with supervisor and other team members;
14. Meet deadlines, prioritize tasks, and ensure high-quality work product; and
15. Share light office duties with the rest of a small and dedicated staff and perform other job-related duties as assigned by supervisor.

### **QUALIFICATIONS:**

#### Minimum Qualifications:

- Bachelors degree or demonstrable equivalent experience;
- 2-4 years' work experience in journalism, public relations, digital media, or communications, preferably in an NGO environment;
- Exceptional writing skills, including the demonstrated ability to write in a wide variety of formats and to translate complex subjects clearly and compellingly for a variety of audiences;
- Successful track record in managing a social media presence, preferably in an NGO space.
- Extensive knowledge of social media platforms--both established and emerging--including Facebook, Twitter, LinkedIn, and Instagram;
- Understanding and experience using social media management tools, third-party web metrics services, and specific platform analytics tools;
- Experience using content management systems, such as Salsa/DIA or Blackbaud/Convio;
- Experience working with a diverse range of people, communities and partner organizations;
- Strong organizational skills and ability to manage multiple tasks simultaneously;
- Native English fluency, both written and verbal; and
- Ability to work full time.

#### Desired Qualifications:

- Relevant work or educational experience with relevant issue areas (ie. international or environmental policy, human rights, or law).
- Good sense of humor and ability to operate comfortably in a informal work environment.
- Design experience in Adobe suite or equivalent.
- Additional language skills (Spanish, French, Portuguese) a plus.

*Salary is commensurate with experience and competitive with similar non-profit positions. CIEL offers an excellent benefits package, including employer-paid medical, dental, vision, and a 403(b) retirement plan with employer match.*

**To apply:** please send a cover letter, résumé, relevant writing sample, and short response to “How the environment is a human rights issue” in a single PDF to [jobs@ciel.org](mailto:jobs@ciel.org) with the title “Comms Associate GVA: Your Name.” The position will remain open until filled. Start date is as soon as possible. Only applicants selected for interviews will be contacted. No telephone calls, please.

**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 to tackle some of the most challenging issues facing people and the planet. CIEL is an equal opportunity employer, actively committed to the principles of multiculturalism, equal employment opportunity, and to building an organization that is as diverse as the communities we serve around the world. CIEL encourages applications from all qualified individuals without regard to race, color, national origin, age, sex, sexual orientation, gender identity or expression, family responsibilities, religion, disability, or veteran status.