



## **Job Announcement – Communications Manager**

We are seeking an inspired communications manager to develop and implement Ten Strands' communication strategy and lead the communications strategy for the California Environmental Literacy Initiative—a major initiative of Ten Strands. The communications manager will create and distribute top-notch content, measure performance to keep our content efforts aligned to business goals, and position Ten Strands as a trustworthy thought leader in environmental literacy in California.

Ten Strands is an Equal Opportunity Employer. We do not discriminate against any employee or applicant for employment because of race, color, sex, age, national origin, religion, sexual orientation, gender identity and/or expression, status as a veteran, and basis of disability or any other federal, state or local protected class.

We are committed to the full inclusion of all qualified individuals. We seek to fill this position with someone who shares our values, including our organizational commitment to equity and inclusion. We encourage all interested individuals to apply – especially people of color including those from Black, Indigenous, Latinx, and Asian American Pacific Islanders communities.

### **About Us**

We are an entrepreneurial nonprofit that believes California has the capacity to ensure that every student develops the knowledge, skills, and ability to make informed decisions about environmental issues facing our communities and our world. We work collaboratively to bring California schools, environmental education providers, teachers, parents, and students together to ensure a thriving planet for future generations. We strive to amplify the voices and share the narratives of all communities within California.

### **About You**

- Communications professional with expertise on all matters relating to communications; A creative and results-driven achiever whose strategies and campaigns will further Ten Strands' programmatic, advocacy, and fundraising objectives

- 5+ years' experience developing communications strategies and managing the design and implementation of communications campaigns; Skilled with communications collateral and content across all communications platforms (web and print-based marketing materials, social media, Google Analytics, email marketing campaigns, copyediting, design and layout, WordPress, Adobe Suite)
- Outstanding communication skills, both written and verbal
- Confident and flexible contributor with stellar organizational skills who is experienced in managing multiple concurrent projects/activities involving multiple stakeholders; Consequently, you have an aptitude for interpersonal rapport building and working collaboratively with others
- Have actively contributed to equitable and inclusive work environments

### **What You'll Do**

- Develop comprehensive communications strategies to advance our mission, vision, and organizational goals
- Design, implement, and monitor strategic communications campaigns that will further our programmatic, advocacy, and fundraising objectives
- Create communications collateral and content across all communications platforms; Actively listen, deepen understanding, and clarify meaning to develop stories with diverse communities that reflect and uplift individual's lived experiences
- Work with us to prepare and disseminate articles and newsletters, and to build and keep current newsletter distribution lists. Develop brand guidelines and ensure content adheres to our communications standards, best practices, and is in alignment with our equity, inclusivity, and cultural competency goals; Support ongoing evolution of our branding
- Define key performance indicators for each communications channel which will indicate a campaign's level of success and track statistics on our communications platforms; Prepare quarterly reports to share with staff and leadership; Utilize data to drive communications strategies
- Establish communications protocols and document best practices to ensure their use for future communications strategies and campaigns
- Prepare media kits and represent us at events and press conferences; Reach out to influencers, media, and beyond to arrange story placement on a state, national, and global level

### **What We Offer**

- Flexibility. Work is conducted in your home office or our office in the natural beauty of the Presidio of San Francisco
- Work-life balance. Paid Time Off (15 days to start), 10 paid holidays, and paid 'business days' between Christmas Day and New Year's Day

- 100% covered medical, dental, vision, life and long-term disability insurance for full-time regular employees
- 401(k) plan with discretionary contribution
- Salary \$70,000/yr – \$80,000/yr
- Work variety. Learning and development opportunities. Colleagues engaged in conversations about race, class, power and privilege, and dismantling systems of oppression as part of our commitment to equity, diversity, and inclusion
- Impact! We are a small entrepreneurial nonprofit with staff and consultants who are passionate about education, the environment, and environmental justice

If you are interested in being considered for this position, please email a cover letter and resume to Isabel Montilla, recruiter, at [ivegamontilla@gmail.com](mailto:ivegamontilla@gmail.com).