



Job Announcement – Communications Manager

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 work with our partners to support a new generation of young people in understanding and caring for the planet. We foster efforts to infuse environmental themes into core subjects, and empower teachers to use the environment as a context for learning in core subject areas—science, history-social science, English language arts, and more. We believe all California students deserve a high-quality education that promotes achievement, health, and wellbeing, and we have a unique opportunity currently to ensure that happens.

We are looking for a communications manager to develop and implement Ten Strands' communication strategy and lead the communications strategy for the California Environmental Literacy Initiative (CAELI)—a major initiative of Ten Strands. The ability to take knowledge and transform it into exciting and useful messages, and disseminate it to the right audiences through the best distribution channels is critical.

Who you are

An individual with a strong background in communications strategy and content development who is committed to education, the environment, and environmental justice. You are passionate about culturally relevant, meaningful, and equitable expansion of environmental literacy for all California students.

What you'll do

- Develop comprehensive communications strategies to advance Ten Strands' mission, vision, and organizational goals
- Design, implement, and monitor strategic communications campaigns to further programmatic, advocacy, and fundraising objectives
- Create communications collateral and content across all Ten Strands' communications platforms including: Mailchimp, Facebook, Twitter, Instagram, LinkedIn, YouTube, and tenstrands.org and ca-eli.org. Define key performance



indicators for each communications channel which will indicate a campaign's level of success and track statistics on our communications platforms; Utilize data to drive communications strategies

- Work collaboratively across internal functional units and with external partners to create momentum and awareness of strategic priorities, bringing ideas and initiative to the process
- Develop stories with Black, Indigenous, and communities of color, a key priority to centering equity in our storytelling
- Reach out to influencers, media, and beyond in order to arrange story placement on a state, national, and global level
- Prepare media kits and represent the organization at events and press conferences.
- Work with us to prepare and disseminate articles and newsletters, and to build and keep current newsletter distribution lists. Ensure content adheres to our current brand guidelines, communications standards, best practices, and is in alignment with our equity, inclusivity, and cultural competency goals; Support ongoing evolution of our branding

What you'll offer

- 6-8 years' experience leading communications with proven success designing and implementing communications strategies and campaigns; Ability to position communications discussions at both the strategic and tactical levels
- Demonstrated commitment to valuing diversity and contributing to an inclusive working and learning environment
- Superior writing/editing and verbal communication skills; Ability to write creative and engaging content with sensitivity to subtle nuances in language and culture.
- Attention to detail with excellent publication skills that include proofreading, copyediting, and knowledge of design and layout
- Experience managing and coordinating multiple concurrent projects/activities involving multiple stakeholders
- Proficiency in MailChimp, WordPress, Adobe Suite, Google Analytics, and with social media platforms
- Web development experience is highly desirable
- Enthusiasm for culturally relevant, meaningful, and equitable expansion of environmental literacy for all California students

What we'll offer



- This position can be based anywhere in California. Work is conducted in your home office or an offsite location or our office in the Presidio, San Francisco.
- Colleagues regularly engaged in conversations about race, class, power and privilege, and dismantling systems of oppression as part of our commitment to equity, diversity, and inclusion
- Compensation in the range of \$65,000/yr – \$80,000/yr
- 100% covered competitive medical, dental, vision, life and long-term disability insurance for full-time employees
- Generous paid time off and paid holidays
- 401(k) plan with discretionary contribution
- Learning and development opportunities

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

Ten Strands is 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 diversity. We encourage all interested individuals to apply – especially Black, Indigenous, and people of color; women; people from low-income backgrounds; people with disabilities; people who are lesbian, gay, bisexual or transgender or anyone belonging to any other federal or state protected category. If reasonable accommodation is needed to participate in the job application or interview process, to perform essential job functions, and/or to receive other benefits and privileges of employment, please contact Isabel Montilla at ivegamontilla@gmail.com.