



CALIFORNIA ENVIRONMENTAL LITERACY INITIATIVE

supported by
Ten Strands

CAELI Communications Consultant

Scope of Work

The California Environmental Literacy Initiative (CAELI) is a collective action network that seeks to ensure access to high-quality environment-based learning for all California's TK–12 students. Led by Ten Strands, CAELI works statewide with guidance from a Leadership Council to create systems change in support of ensuring that all students have access to high-quality environment-based learning. The Leadership Council of this collective action network includes a wide array of expertise and contributions from educators, governmental and non-governmental agencies, scientists, sustainability professionals, and individuals with expertise on the environment and systems change.

CAELI is seeking a communications consultant to help support its many projects by building the CAELI brand, developing the CAELI identity, and expanding CAELI's reach. We're looking for a highly skilled and motivated individual who is passionate about the environmental education of students in California. This individual is a seasoned communications professional who will work closely with the CAELI project director and support staff to advance the communications efforts of CAELI and its seven innovation hubs through multiple communications vehicles, including newsletters, social media, media outreach, and PR. The communications consultant is a strong project manager, strategic thinker, and storyteller who can juggle competing priorities simultaneously and work collaboratively within internal and external teams to advance CAELI's mission.

The CAELI communications consultant will spearhead the development and execution of one monthly newsletter and weekly social media posts across multiple channels,

manage CAELI's editorial calendar and calendar of events, copyedit materials using the *Chicago Manual of Style*, participate in and lead multiple weekly meetings, coordinate design projects, manage website content and make frequent updates, develop and release CAELI statements and press releases, manage and grow audience list, analyze communications metrics, project manage communications projects, proactively seek impactful stories, and offer strategic guidance on communications and PR strategies. The communications consultant will also work closely with the Ten Strands communications manager to coordinate communications between CAELI and Ten Strands. This individual will also create CAELI's first writing style guide that will be standardized across CAELI communications. This role would require approximately 30-45 hours of work per month, or 7.5 to 11.25 hours per week.

If you're interested in being considered for this consulting role, please email the following to mabdelghani@tenstrands.org with "CAELI Communications Consultant" in the subject line:

- Thoughtful letter of interest that includes a summary of your communications experience and interest in environmental education
- Resume
- Portfolio, including written samples and at least one example of a communications campaign you've worked on