



*The Alliance is an Equal Opportunity Employer.
Visit our website at: allianceforthebay.org*

Position Announcement: **Communications & Social Media Coordinator**

About the Alliance:

The Alliance for the Chesapeake Bay (Alliance) is a regional nonprofit organization whose vision is clean streams and rivers flowing through resilient landscapes, cared for by the people who live, work, and play in the Chesapeake Bay watershed; and whose mission is to bring together communities, companies, and conservationists to improve our lands and waters. The Alliance was founded in 1971 and has offices in Annapolis, MD, Lancaster, PA, Washington, D.C., and Richmond, VA.

Job Description:

The Communications & Social Media Coordinator is a full-time position focused on social media account management, content creation, digital marketing, and storytelling. The position supports a variety of communications efforts at the Alliance focusing on engagement, sharing success stories of on-going organizational efforts, educating our audiences, and elevating the voices of our partners. The Coordinator works closely with staff across the organization. In collaboration with the broader Communications team and under the direction of the Communications Director, the Coordinator creates content that resonates with the Alliance's diverse audiences. The successful candidate is creative, enthusiastic about environmental work, and is driven to elevate the Alliance's brand.

Specific Duties of the Position:

- Manage the Alliance's social media accounts - Facebook, Instagram, Twitter, LinkedIn, and YouTube.
- Track monthly social media analytics like reach, engagement rate, and audience growth.
- In collaboration with the Communications Team, strategize around and coordinate the Alliance's social media efforts to support external-facing programmatic, fundraising, and other communications.
- Create and share content that effectively tells the Alliance's story while also engaging with new and established audiences, including gardeners, farmers, naturalists, outdoor recreationists, sportsmen and women, educators, parents, and other conservationists.
- Elevate voices of diverse and under-resourced conservation community groups throughout the Chesapeake Bay watershed.
- Schedule, write and publish web blog posts, working with staff in generating appropriate content.
- Coordinate with staff to schedule and develop stories for our monthly column in the Bay Journal.
- Participate in regular Program Team meetings to identify project-oriented communications opportunities and content sourcing based on upcoming events, project milestones, and volunteer opportunities.
- Collaborate with the Communications and Development Teams to schedule and execute content for fundraising campaigns.
- Assist in writing communications from Alliance leadership to mid-level and major donors.
- Support Mailchimp listserv communications, including but not limited to editorial scheduling of the monthly Confluence newsletter.
- Create new opportunities for unique online engagement and storytelling tactics (ex: tiktok).
- Broad communications and engagement support as assigned.

Desired Qualifications & Experience:

- Bachelor's degree in communications, marketing, graphic design, environmental science, or other relevant field. Or equivalent work experience.
- 2+ years work experience as a content creator, copywriter, or similar role, which may include internships. An advanced degree in a related field may substitute for one year of professional experience.
- Experience in engaging diverse, multi-regional, multi-generational audiences defined above.
- Demonstrated writing, proofreading, and editing skills.
- Graphic design experience, especially within social media applications.
- An understanding of Search Engine Optimization best practices is preferred.
- Excellent research, organizational, and time management skills.
- A self-starter with the ability to lead multiple projects at once.
- Strong listening and communication skills.
- The capacity to work independently and collaboratively.
- Ability to work efficiently without compromising quality or accuracy.
- Experience with Google Workspace, Microsoft Office, Wordpress, and Adobe Creative Cloud.
- Basic understanding of environmental issues related to local waterways and the Chesapeake Bay.
- Passionate about the Alliance's mission, its programs, and individual projects.

Supervision: The Coordinator will report directly to the Communications Director.

Hours and Location: The Communications & Social Media Coordinator may be based at any of the Alliance's four offices (Annapolis MD, Richmond VA, Lancaster PA, or Washington DC). Some night and weekend work may be required. Occasional travel throughout the Chesapeake Bay watershed is needed at times. The position advertised is full-time (40 hours per week).

The Alliance will require the successful applicant to submit proof of vaccination and booster against COVID-19 (or proof of a qualifying federal exemption) prior to the candidate's first day as an Alliance employee. This is not required at time of application.

Salary, Benefits, and Commitment to Diversity: \$45,000-\$50,000, commensurate with experience. Competitive benefits are available. Visit the Alliance's [website](#) to learn more about our benefits, compensation, and commitment to diversity as it relates to this position.

Application: Please email your résumé, and list of 2 professional references (including the skills in which they may reference) to careers@allianceforthebay.org no later than **Sunday, July 17, 2022**. We ask that you provide responses to the questions below as part of your application. Please indicate "Communications & Social Media Coordinator" in the email subject line. No telephone inquiries, please.

Application Questions:

**Please limit responses to 500 characters per question not including links.*

1. Please explain your process or ability to create content that represents the tone and personality of an organization's brand.
2. How would you tell a story that is of interest to unique and diverse communities while communicating to a broad audience like that of the Chesapeake Bay watershed?
3. Showcase and elaborate on one or more of your work experiences. You may also use this section to expand on any aspect of your resume (ex: filling in gaps, explaining any seeming red flags, highlighting an achievement, etc.).
4. Describe your project management style.
5. Please link to two writing or social media content examples