



HEALTHY LAND. CLEAN WATER. VIBRANT COMMUNITY.

## Climate & Communications Manager Waitsfield, VT

### POSITION DESCRIPTION

**POSITION OVERVIEW** – [Friends of the Mad River](#) is launching a new initiative that we’re provisionally calling [Community Climate Conversations](#). The role of the Climate & Communications Manager position will be to lead in planning and implementing this initiative in collaboration with the Executive Director. The Manager will also be responsible for enhancing Friends’ broader organizational communications. We seek an individual inspired to act locally, in the face of a changing global climate, by building community engagement, action, and resilience. The successful candidate will seamlessly transition between big-picture thinking and detail-oriented work. They will be a creative and strategic thinker, a self-starter. We seek candidates with a unique blend of interest and experience that allows them to inclusively engage communities to create plans and take action; plan and organize events; work within a complex system of diverse players and moving parts; and communicate science to varied audiences. The successful candidate will believe in Friends of the Mad River’s mission to steward healthy land and clean water for vibrant communities.

**Community Climate Conversations (~60% workload):** The Climate & Communications Manager will facilitate Friends’ new effort to engage the Mad River watershed community in a year-long retrospective, celebration, and preparation for its next 30 years of work in the Valley, centered around climate resilience and action (for a summary, see “[Community Climate Conversations](#)”). The Manager will work under the direction of the Executive Director, along with key members of the Board of Directors as a core team, to plan and advance the project. Manager responsibilities will encompass planning, implementation, evaluation, and adaptive management of the *Community Climate Conversations* work, including:

- Strategically plan and adaptively manage the program to accomplish its goals.
- Create opportunities and conversations to build authentic partnerships and relationships across the community around climate planning and action.
- Craft effective, engaging communications to raise awareness, build knowledge, connect concepts, and drive curiosity about climate impact and opportunities for resilience.
- Plan and organize a variety of community events, often in partnership with other organizations. This may include book discussions, film fests, coffee hours, newspaper articles, storytelling series, school sessions, outdoor walks, family events, presentations, but will be determined by core team and partners.

- Promote community events by creating and sharing content using a variety of media, including but not limited to video, radio, and newspaper as well as social media and web.
- Facilitate portions of each community event to spark conversation, build relationships, garner input, generate creative solutions, and catalyze action.
- Carefully manage administrative details, deliverables, a timeline, and budget. While *Community Climate Conversations* is a team effort, the Climate & Communications Manager will be the project lead and be responsible for carrying momentum and tasks forward. This may include, but is not limited to checking in on others' progress and tasks, focusing all on the timeline, maintaining connections with partners, and otherwise coordinating most aspects of the project.

**Friends Communications (~40% workload):** In addition to climate-focused efforts, the Manager will be responsible for enhancing Friends' broader organizational communications. As a mission-centered, non-profit organization, communications are critical to our work from both a public awareness and engagement standpoint and as a means of raising financial and volunteer support. Manager responsibilities in this arena will include:

- Update and manage organizational *Communications Plan*.
- Develop and edit written and graphic communications content.
- Lead website redesign – coordinate with designers and Director to develop new Friends' website, outline navigation, create content, maintain the site, and evaluate analytics.
- Provide support to fundraising efforts – maintain fundraising database, communicate with donors, and draft/review appeal letters.

The specifics of the position will be based on candidate's interest and skill set, and how they complement those of the Executive Director, as well as opportunities that arise.

**QUALIFICATIONS** – Skills and experience useful for success in this position include:

- Several years of professional experience (or an advanced degree) in sciences, communications, and/or planning.
- Demonstrated experience engaging/organizing communities (or groups), preferably in conservation (defined far more broadly than 'land protection') and/or climate action.
- Demonstrated experience telling stories, drafting messaging, and tailoring communications to specific audiences, using social and traditional media. (If you've studied or applied research around engaging communities and/or communicating in ways that help people overcome barriers to climate action, we want to hear your experiences.)
- Ability to communicate complex ideas clearly, both verbally and in writing.
- Demonstrated time management and organizational skills.
- Excellent team player, with a proven ability to lead and follow.
- Self-starting, self-directed, and adaptable, seeking opportunities to enhance the work, solve problems as they arise, and change course as needed.

- Skilled at listening to and considering new ideas, including those different from one's own.
- People-oriented, collaborative, and creative.
- Record of achievement managing a project or program, with attention to start-to-finish details while also keeping the bigger picture concepts and timelines in mind.
- Strong strategic thinking and planning.
- Experience with graphics (InDesign preferred but not required).
- Website content creation, management, and analytics; with technical support from consultant.
- Experience coordinating volunteers, preferred but not required.
- Training and practice in group facilitation, preferred but not required.

#### **POSITION DETAILS –**

- This is a **full-time and temporary position**, with 40 hours per week. The position is funded for one year. Program success and Friends' fruitful fundraising could extend the position indefinitely.
- A willingness to have a flexible schedule is critical – meetings and events during the evening, and sometimes weekend, hours will be a necessity.
- Availability to travel, primarily throughout the Mad River watershed (valid driver's license and dependable vehicle required).
- Salary is negotiable and will be commensurate with experience. Range is \$36-43,000 annually plus health, paid time off, and retirement benefits.
- Preferred start date – Mid to late April 2020

**HOW TO APPLY** – Please email cover letter and resume, with contact information for three references, in a single PDF document to Corrie Miller at [info@friendsofthemadriver.org](mailto:info@friendsofthemadriver.org) with "Climate & Communications Manager position" in the subject line. In this same email, please include a link or PDF for 2 writing samples that demonstrate your professional communications style and abilities. Each writing sample should include a succinct explanation of intended audience, goal, and your role in the writing (if it is your solo production, if you were part of a team, or if you had/were an editor).

Applications will be treated in a professional and confidential manner and considered on a rolling basis, with applications due no later than 11:59 PM EST Friday, March 6, 2020.

**FRIENDS OF THE MAD RIVER IS AN EQUAL OPPORTUNITY EMPLOYER** – Friends is dedicated to the principles of equal opportunity employment. We do not discriminate against applicants or employees on the basis of age, race, sex, color, religion, sexual orientation, national origin, disability, creed, gender identity/expression, citizenship, ancestry, or any other status protected by applicable federal, state, or local law. We seek a diverse pool of applicants for this position.