

## COMMUNICATIONS MANAGER

### Remote position

The Alliance for Climate Education (ACE) exists to confront climate change as the most urgent crisis of our time, threatening the health of communities and ecosystems across the globe. ACE's mission is to educate young people on the science of climate change and empower them to take action. Since our founding in 2008, ACE has educated over 3 million youth, grown our action network to 300,000 members, tracked over 1 million climate actions, and registered and turned out tens of thousands of first-time climate voters.

### JOB SUMMARY

The Communications Manager is primarily responsible for organizational promotion through a variety of channels to increase the visibility of the ACE brand, and its programs and campaigns. This full-time teammate will support ACE's work with Action Fellows, Teachers, and Funders as a core member of the Communications Team. A detail-oriented, forward-thinking Communications Manager will lead our team in both communicating, and analyzing the impact of our communications, across channels and incorporate new techniques for engaging our stakeholders in our digital networks.

### Major Functions:

- Copywriting:
  - Write and program in-network email communications to ACE Teacher Network, Youth Action Network, Supporters, and other audiences.
  - Write ad copy, post copy, and other marketing copy as needed for ACE's organic and paid social media program.
  - Write copy for creative assets like graphics, web pages, and forms.
  - Write SMS copy for mass texting and SMS drip communications.
- Develop and program digital engagement content and actions for ACE's Youth Action Network, and other audiences, via SMS, email, and other digital action platforms such as NewMode and OutreachCircle.
- Collaborate and support on setting social media strategy and goals with other teammates, create engaging campaigns and content, analyze progress, and support one or more of ACE's social media channels, including, but not limited to: Twitter, Facebook, Instagram, YouTube, and others.
- Reporting and data analysis:
  - Analyze digital engagement metrics and use learnings to inform organizational communications strategy.
  - Develop dashboards and reports around digital engagement data in partnership with the Communications and Marketing Teams.
- Manage applicable marketing and communications vendors when applicable.
- Support organizational fundraising goals through communications and discreet campaigns via various channels, including: social media, email, SMS or others.
- Support the development of ACE's Annual Report in partnership with the Executive Director, Development Team and other teammates as appropriate.



- Support the Director of Communications and Digital Engagement and team to advance communications and marketing goals across the organization.

## KEY RESPONSIBILITIES

Responsibilities will include organizational promotion through a variety of channels to increase the visibility of the ACE brand, and its programs and campaigns:

- **Digital Communications:**

- Write and program in-network email communications to ACE Teacher Network, Youth Action Network, Supporters, and other audiences for a variety of needs that may include: voter registration, voter turnout, climate education program promotion, fundraising and others.
- Write ad copy, post copy, and other marketing copy as needed for ACE's organic and paid social media program.
- Write copy for creative assets like graphics, web pages, and forms.
- Write SMS copy for mass texting and SMS drip communications.
- Manage online communications campaigns from start to finish, and plan and execute strategic communications to key audiences such as youth in and out of the ACE Youth Action Network, teachers, current and prospective donors, and partners.
- Create engaging content and highlight ACE successes to funders and the community writ large.
- Routinely adapt and tailor our digital tone and voice to speak to each of our different audiences (e.g. youth, teachers, donors, partners, etc...)
- Help maintain ACE's communications calendar by anticipating and staying abreast of current events and movement movements, and suggesting and publishing content that is timely, relevant, thoughtful, and intersectional.

- **Social Media:**

- Collaborate and support on setting social media strategy and goals with other teammates, create engaging campaigns and content, analyze progress, and support one or more of ACE's social media channels, including, but not limited to: Twitter, Facebook, Instagram, YouTube, and others.
- Plan and execute social media campaigns that speak to racially, socioeconomically and geographically diverse young people, and other relevant audiences.
- Promote internal events and external climate milestones, and engage broad audiences to support donor appeals.

- **Marketing:**

- Write copy for paid digital advertising campaigns, flat graphics, landing pages, and other collateral across a variety of social media channels.
- Collaborate with and support the Marketing team to routinely create thematic content for our digital networks.

- **Fund Development:**



- Collaborate with the Communications Team and Development Team to plan and execute successful fundraising appeals via a variety of mediums, including but not limited to: SMS, email, social media, phone, direct mail, and others.
- Support the Board of Directors, Executive Director, and Development Team to develop best-in-class promotional materials for fundraising or cultivation events.
- **Evaluation:**
  - Set and exceed challenging goals that expand ACE's ability to have impact on youth development, climate action, and democracy work.
  - Create and maintain reports on communications performance and metrics
  - Report often on progress towards goals.

## QUALIFICATIONS

### Required:

- B.A./B.S. or higher in a relevant field.
- Minimum of three years of work experience in the fields of digital marketing, digital communications, strategic communications planning, and/or social media management.

### Desired:

- Nonprofit experience, and/or an understanding of 501(c)(3) organizations.
- Experience working on climate change, the environment or related social justice issues.

## POSITION DETAILS

- Schedule: Full-time position
- Salary Range: \$50,400 to \$69,600 commensurate with experience
- Generous benefits including: Medical, Dental, Vision, 403b retirement savings plan, Vacation, Sick time and 12 observed holidays.
- Anticipated start date: December 1, 2020
- Deadline to apply: September 30, 2020
- Location: Remote (May require occasional travel once it is safe)

## APPLICATION GUIDELINES

To apply, please submit a cover letter, resume, and writing sample. Writing samples should include one newsletter-style email and one social media post about voting and climate change that are both targeted toward young people to [careers@climateeducation.org](mailto:careers@climateeducation.org), with "Communications Manager" in the subject line. All your information will be kept confidential according to EEOC guidelines.

ACE is an equal opportunity employer that highly values diversity, equity, and inclusion and views the climate crisis as a social justice crisis. People who identify as Black, Indigenous and People of Color (BIPOC), people who experience gender oppression, people with disabilities, and people who identify as members of the LGBTQIA+ community are particularly encouraged to apply.

### [Job Description](#)