

# Communications Strategist

## Job Description

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### WHO WE ARE:

Resource Media is a non-profit organization that leverages communications to promote a more sustainable world. We work on multiple scales to develop and implement strategies that connect target audiences around shared values and ultimately motivate them to act; either by changing behavior or changing policy. We do this by surfacing common values, shaping and creating narratives, conducting research to inform strategy and convening partners around innovative new ideas and shared learning from the field.

Our staff of 25 has helped shape media coverage of environmental and public health issues in national, regional and local outlets across a broad range of media platforms. We are supported by foundation grants and fee-for-service contracts. Our direct clients include NGO's, coalitions and campaigns, government agencies, academic institutions and the private sector.

### WHAT WE DO:

We are an organization of dedicated professionals committed to bringing the best in communications strategy to the service of social change. Resource Media serves as both the strategic brain and implementation arm for social change initiatives. As a non-profit, we see sharing our learning with the field as a central part of our mission.

### WHAT WE NEED:

We seek a talented communications strategist who can lead projects involving multiple staff and is adept at navigating sometimes-competing deadlines. The right person will thrive in a rapid-fire environment with bright and congenial colleagues. Successful applicants will know how to manage client relations and be comfortable presenting ideas in front of groups and individuals. This position affords the opportunity for the right candidate to innovate, brainstorm and bring an entrepreneurial spirit to the work. We would prefer this position be based at one of our existing core offices; Boulder, Seattle, San Francisco, Sacramento, Portland or Washington D.C..

**SPECIFIC JOB RESPONSIBILITIES INCLUDE:**

- Lead and plan multiple concurrent projects
- Scope projects and manage project budgets
- Serve as primary point of contact for key client and funder relationships
- Actively participate in internal brainstorming sessions about business development and opportunities for thought leadership
- Identify opportunities for business development and thought leadership
- Represent Resource Media before funders/partners by phone and in person
- Strong presentation and public speaking skills
- Draft media outreach materials, blogs and social media content
- Develop innovate strategy using both tradition and digital media platforms
- Articulate long-term program direction
- Interpret opinion and on-line research to create sharp, innovative messaging and communications strategies
- Incorporate visual elements into all aspects of our work

**WHAT YOU WILL NEED TO BE SUCCESSFUL:**

- At least 7-10 years of experience in communications or public relations with significant experience designing and implementing strategy in support of social change
- Excellent client relations skills. Experience working with the non-profit sector
- Track record identifying new business possibilities and opportunities for thought leadership
- Demonstrated understanding of public policy and the role of communications in garnering needed support
- Proficiency incorporating social media and other digital platforms into a comprehensive communications strategy
- Excellent writing skills (a writing test will be required)
- Strong presentation and public speaking skills
- Proven track record of successfully working with traditional and online media outlets. Experience with ethnic media and Spanish-language fluency a plus.
- Basic understanding of environment and public health issues
- Ability to travel
- A spirit of collaboration and a love of engaging in generative thinking
- A sense of humor
- A passion for making a difference

If you are a strategic thinker with a streak of fearlessness and the ability to execute your ideas while motivating and mentoring others, and if you wish to apply your background and experience toward

## JOB POSTING



creating change on issues that really matter in an environment that will challenge and inspire you, then we would love to hear from you.

Please provide a resume and cover letter describing your relevant background and experience.

Email: [jobs@resource-media.org](mailto:jobs@resource-media.org)

[www.resource-media.org](http://www.resource-media.org)