



Save the Sound®

Action for our region's environment.

Lands Communications Specialist (0.5 FTE) – JOB POSTING

Save the Sound

11/9/2020

Do you bring together top-notch communications and organization skills with the drive to protect critical habitat? You might be Save the Sound's new Communications Specialist for Lands!

We're seeking a multi-faceted team player who can juggle short- and long-term projects, and who is interested in deepening their understanding of environmental policy and law. Through writing, photo/video, graphic design, and a broad array of media channels, the Lands Communications Specialist will tell compelling stories that advance land conservation campaigns across the Long Island Sound region. As a core member of the Communications team, this person will also support the department with analytics, reporting, and responding to public inquiries.

This 20 hour/week position reports to the Director of Communications, and collaborates regularly with the Land Campaign Manager, the Legal team, the Membership team, and fellow Communications staff. For the right candidate, it may be combined with the Ecological Communications Specialist position (see separate listing) to create one full-time job.

Who We Are

Save the Sound (previously Connecticut Fund for the Environment/Save the Sound) leads environmental action in Connecticut, Westchester, NYC, and Long Island. We fight climate change and build resilient communities, save endangered lands, protect the Sound, and restore its rivers. We do this in many ways, from legislative advocacy and legal action to engineering, environmental monitoring, and hands-on volunteer efforts. For more than 40 years we've been ensuring people can enjoy the healthy, clean, and thriving environment they deserve—today and for generations to come.

We win battles to preserve our region's threatened forests, islands, and riverfronts. We're tough, tenacious legal experts and effective collaborators, known for our ability to organize and lead coalitions of those who are passionate about protecting ecologically rich forests, marshes, and green spaces endangered by development—the lands that give us quiet places to enjoy, filter our drinking water and protect us from flooding, and sustain wildlife. We've saved every forest and wetland we've ever fought for, and are now taking on more battles than ever to save thousands more acres.

Our organizational leadership and staff are working to deepen Save the Sound's diversity, equity, and inclusion. We seek to attract a more diverse applicant pool with a goal of adding and retaining more outstanding people of color to all levels of our team. We work in diverse communities and landscapes, and are actively working to increase our focus on driving environmental justice action for equitable outcomes within diverse communities through our work.

Duties



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This position has primary responsibility for producing communications for Save the Sound's local and regional land conservation campaigns (approx. 45% of job), assists with other legal and legislative communications needs (~15%), and supports core organizational communications (~40%).

1) LAND CAMPAIGN COMMUNICATIONS

- a. Collaborate with Land Campaign Manager, project staff, and Comms Director to identify key moments for project visibility and develop and execute communications plans.
- b. Produce compelling action alerts, e-newsletters, and blog posts that motivate and facilitate grassroots action at the federal, state, and local levels.
- c. Assist Comms Director in drafting press releases and op-eds, planning press conferences, and responding to media requests.
- d. Capture compelling photos and video at conservation sites and events, and use graphic design and photo/video editing to transform raw content into digital content that raises the profile of Save the Sound's lands projects and engages the public and key decision-makers.
- e. Coordinate events to deepen understanding of habitat connectivity, drinking water protection, recreational open space, and other land issues across the region.

2) OTHER LEGAL AND LEGISLATIVE COMMUNICATIONS

- a. Draft emails, press materials, and web content that communicate Save the Sound's legal work to defend existing environmental laws against rollbacks and to protect public health and vulnerable communities.
- b. Aid the advocacy team in producing occasional action alerts and press materials during the Connecticut legislative session.

3) CORE COMMUNICATIONS SUPPORT

- a. Assist Comms Director in analyzing social media, web, email, and press metrics; tracking grant deliverables; and producing reports.
- b. Track and respond to inquiries from our constituents and the general public.
- c. Learn and help to improve the organization of Save the Sound's digital assets so you can respond effectively to internal and external requests for photo/video content.
- d. Collaborate with Membership staff on content that informs, activates, and expands Save the Sound's audience as we expand our organizational marketing.
- e. Act as a member of Save the Sound's cross-department Communications team, sharing skills and seeking opportunities to tell stories that draw connections among our programs and effectively communicate the organization's growing commitment to environmental justice.

Required Qualifications and Characteristics:

- Superlative writing ability, including the ability to adapt to formal and conversational voices, and strong proofreading skills;
- Ability to identify new messaging angles to reach priority audiences, and to effectively interpret legal and policy topics in layperson terms without losing nuance;
- Demonstrated success handling multiple concurrent projects and working as part of a project-focused team in a nonprofit, small business, academic, or similar setting;
- Strong interpersonal skills;



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- Excellent judgment;
- Ability to occasionally travel within Connecticut and (very rarely) Long Island, including to sites not served by public transit.

Desired Qualifications and Characteristics:

- Strong working knowledge of the following platforms, or ability to adapt experience with equivalent programs:
 - Adobe Creative Suite, especially InDesign, Photoshop, and Premiere/Premiere Rush;
 - Microsoft Office suite, especially Word, Excel, Outlook, and PowerPoint;
 - EveryAction/NGPVAN constituent management system (equivalent platforms include Salesforce, Salsa, DonorPerfect, Constant Contact);
 - Meltwater media management;
 - Wordpress web content management system;
 - Google Analytics.
- Proficiency with social media and demonstrated creativity using these platforms to showcase work and engage followers for an organization or business;
- Strong visual sense (are you able to tell what makes a design or photograph successful? can you give feedback that strengthens a piece?); graphic design experience; and/or photography or videography experience;
- Experience working with press;
- Comfort with public speaking, both in-person and in virtual settings;
- Experience with event planning and production;
- Experience engaging with Connecticut or U.S. legislative, administrative, and judicial processes as an advocate;
- Ability to communicate successfully about the intersection of race, equity, and the environment;
- Passion for the natural world—you tell us what that means for you!

Common Organizational Job Responsibilities of All Staff:

- Maintaining positive and productive working relationships with all Save the Sound staff members, including providing and receiving constructive feedback,
- Participating in building productive relationships with CFE/Save the Sound's members, external partners, policy makers, and the general public and
- Completing all administrative work on time, such as time sheets, purchase orders, project reports and planning documents.

COVID-19 Considerations: This position is based in Save the Sound's New Haven, CT office but will primarily work remotely due to the COVID-19 pandemic. Occasional in-state travel and in-person events are required, with all health precautions possible.

Compensation:

***This position can be combined with the Ecological Communications Specialist position to create a full-time role with full benefits. The two positions require overlapping but distinct skill sets, so please review both postings carefully before indicating interest in the combined position.*



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This is a part-time, 20 hours/week position, and compensation is based on experience. The following benefits are included: paid holidays, vacation, sick time, and opportunities for professional development.

If this position is combined with the Ecological Communications Specialist position to create a full-time role, compensation will be commensurate with experience, and the comprehensive benefits package will include health insurance, 403b, life and long term disability insurance, paid holidays, vacation, and sick time, and opportunities for professional development.

In either case, this is a grant driven, at-will position.

To Apply:

Interested candidates should e-mail a resume, cover letter, writing sample, and a list of references to commsjob@savethesound.org with the words "Communications Specialist" in the subject line.

(Applications without a cover letter and writing sample will not be considered. Supplemental work samples, such as graphic design, web design, or video editing, are welcome but not required.)

Applications will be accepted until position is filled, starting November 9, 2020. Desired start date is late November – mid-December. We are a thoughtful and thorough organization. We will be touch to acknowledge receipt of your application and to schedule selected applicants for an interview. Our hiring process can take from 7 to 10 weeks. You will be informed when the hiring process is complete. Please be patient.

***If you are interested in applying for the combined Ecological/Lands Communications Specialist role, please email your application materials to commsjob@savethesound.org with the words "Full-Time Combined Communications Position" in the subject line.*

Save the Sound provides equal employment opportunities to all employees, applicants for employment, volunteers and interns; and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetic information, protected veteran status, sexual orientation, or gender identity.