



**Save the Sound**<sup>®</sup>

Action for our region's environment.

## **Employment Opportunity at Save the Sound**

### **Lands Communications Specialist**

Full-time, based in New Haven, CT

November 10, 2021

#### **Position Summary**

Do you bring top-notch communications and organization skills together 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 interested in deepening their understanding of environmental policy and law and building skill in marketing and communications. Through compelling writing and visuals across a broad array of media channels, the Lands Communications Specialist will tell stories that advance 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, reports, and responding to public inquiries and help to grow Save the Sound's emerging Marketing program.

This full-time position reports to the Director of Communications, and collaborates regularly with the Lands and Legal teams, and with Communications, Marketing, and Membership staff.

#### **Who We Are**

Save the Sound leads environmental action across 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 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.

Learn more about us at [www.savethesound.org](http://www.savethesound.org).

#### **Job Responsibilities**

This position has primary responsibility for producing communications for Save the Sound's local and regional land conservation campaigns (approx. 50% of job), assists with other legal and legislative communications (15%), and supports core organizational communications and marketing (35%).

- 1) LAND CAMPAIGN COMMUNICATIONS
  - a. Collaborate with Endangered Lands team and Comms Director to identify key moments for project visibility and develop and execute communications plans.



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- b. Produce compelling emails, blog posts, and social media that motivate and facilitate grassroots action.
  - c. Draft press releases and op-eds, help plan press conferences, and coordinate media interviews.
  - d. Capture compelling imagery at conservation sites and events, and 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 in-person and virtual 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 digital content that communicate Save the Sound's legal work to enforce and defend existing environmental laws and to protect public health and natural resources.
  - b. Aid the advocacy team in producing action alerts and press materials.
- 3) CORE COMMUNICATIONS AND MARKETING SUPPORT
- a. Analyze social media, web, email, and press metrics to assist Communications Director tracking grant deliverables and producing reports.
  - b. Help grow Save the Sound's Marketing program by assisting Communications Director and Digital Project Manager & Designer with message development, content creation, and implementation of digital, radio, and print advertising campaigns.
  - c. Collaborate with Membership staff on content that informs, activates, and expands Save the Sound's supporters.
  - d. Track, delegate, and respond to public inquiries.
  - e. Act as a member of Save the Sound's cross-department Communications team, sharing skills and telling stories that draw connections among our programs.

## Required Qualifications and Characteristics

- Superlative writing ability, ability to adapt to formal and conversational voices, and strong proofreading skills;
- Ability to develop messaging angles to reach priority audiences, and to effectively interpret legal and policy topics for a lay audience without losing nuance;
- Understanding of basic marketing principles and drive to expand skills;
- Proficiency with major social media platform and demonstrated creativity in showcasing work and engaging followers for an organization or business;
- 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, excellent judgment, a drive to problem-solve, and attention to detail;
- Ability to travel within Connecticut and (very rarely) Long Island, including to sites not served by public transit.
- At least 2-3 years relevant work experience, or a relevant degree + at least 1 year relevant work experience.



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## Desired Qualifications and Characteristics

- Strong working knowledge of the following (or equivalent) programs:
  - Microsoft Office suite, especially Word, Excel, Outlook, and PowerPoint
  - Adobe Creative Suite, especially InDesign, Photoshop, and Premiere
  - Constituent relations management or grassroots action systems (such as EveryAction/NGPVAN, DonorPerfect, Constant Contact, Blackbaud, Phone2Action)
  - Meltwater media relations management
  - Wordpress web content management system
  - Google Analytics
- 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;
- Experience with event planning and production;
- Experience engaging with legislative, administrative, and judicial processes;
- 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!

## Terms and Compensation

This is a staff position compensated at \$35,000-52,000/year, adjusted for experience, plus reimbursement for travel and expenses. Comprehensive benefits include health, life, and long term disability insurance; paid holidays and vacations; 403b; and opportunities for professional development. The staffer will work approximately 40 hours/week but will need to have a flexible schedule to accommodate occasional evening and weekend work. This is a grant-driven, at-will position.

## How to Apply

Please email the following to [commsjob@savethesound.org](mailto:commsjob@savethesound.org) with the words "Communications Specialist" in the subject line:

- Cover letter
- Resume
- Two writing samples of different types (press release, blog post, article, social media campaign, etc.) totaling at least 800 words. Additional work samples, such as graphic design, web design, photography, or video editing, are welcome but not required.
- References

Applications will be reviewed as they are received, beginning November 10, 2021, and will be accepted until the position is filled with preference given to applications received by November 29.

We will be touch to acknowledge receipt of your application and to schedule selected applicants for an interview. Please be patient; we are a thoughtful and thorough organization, and our hiring process can take from 7 to 10 weeks. You will be informed when the hiring process is complete.



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## **Additional Details Common to All Positions**

### **Save the Sound's Commitment to Equity and Diversity**

Save the Sound is an equal opportunity employer. We prohibit discrimination based on age, color, disability, marital or parental status, national origin, race, religion, sex, sexual orientation, gender identity, veteran status, or any other legally protected status in accordance with applicable federal, state, and local laws.

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, and to add and retain more outstanding Black, Indigenous, and 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 and equitable outcomes through our work.

### **Shared Organizational Job Responsibilities**

- 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 Save the Sound's members, external partners, policy makers, and the general public.
- Completing all administrative work on time, such as timesheets, purchase orders, project reports, and planning documents.

### **COVID-19 Considerations**

This position will be based in Save the Sound's New Haven, CT but currently works primarily remotely due to the COVID-19 pandemic; organizational leadership is developing a plan for safe return in the future. Some travel within the region and/or fieldwork is required.

Save the Sound requires that all new hires submit proof of full vaccination against COVID-19 for the safety of all staff and the communities where we work.