

**Communications Specialist
Job Description
April 2021**



Organizational Overview

GreenRoots, Inc., is a grassroots community-based organization with a 25-year track record of achieving significant environmental justice accomplishments and public health victories in Chelsea, Massachusetts and the Greater Boston region. The mission of GreenRoots is to achieve environmental justice and greater quality of life through collective action, unity, education and youth leadership across neighborhoods and communities. We do so through deep community engagement and empowerment, youth leadership and implementation of innovative projects and campaigns.

Job Overview

GreenRoots is seeking a Communications Specialist to develop a communications plan for the organization and manage GreenRoots' communications efforts to its key audiences across multiple channels, including the organization's website, MailChimp, Facebook, Twitter, Instagram and through flyers, newsletters, annual reports and other documents that highlight GreenRoots work and accomplishments.

The ideal candidate will have 4-5 years of experience in communications marketing; have strong written and oral communication skills; will be bilingual in English and Spanish (written as well as spoken); and will know how to tell a compelling story. The Communications Specialist will work with a team of skilled organizers as well as GreenRoots Leadership Team.

Responsibilities include, but are not limited to the following:

- Develop and implement a communications plan for the organization, including key messages that are delivered consistently across all channels
- Streamline GreenRoots communications strategies and tools, including the creation of quarterly newsletters and an Annual Report
- Generate a content calendar and manage delivery of messages across all communications channels
- Draft all content for externally-facing communications: MailChimp emails, social media, pitches to media, one-pagers that support the organization's efforts, annual report, etc.
- Update and revise GreenRoots website regularly; and respond to information requests generated from the website
- On an ongoing basis, keep a pulse on what is happening at the organization, and what are the most critical communications messages to be delivered in "real time." Continually integrate these messages into the content calendar, ensuring that they are delivered in a timely manner to key audiences
- Craft compelling stories and narrative that highlights the intersection of environmental justice, race and class disparities with the power of community organizing
- Strengthen engagement with earned media and increase the volume and quality of stories that cover GreenRoots and its efforts. Develop and maintain strong relationships with local English and Spanish media
- Analyze GreenRoots' current social media presence and strengthen engagement across all relevant channels
- Provide support for organization events and press conferences through flyer development and invitations, one-pagers, presentation materials, etc.
- Create graphic designs, including infographics, for use in communications materials
- Track results from all communications efforts, and modify communications strategy to reflect ongoing learnings
- Other support as requested by the Leadership Team (Executive Director, Associate Executive Director, Director of Development and Director of Operations).

Qualifications:



- Bilingual (Spanish/ English) Required
- Minimum of 4 years of communications experience
- Outstanding verbal and writing skills (Spanish/English)
- Lived experience recognized and valued. Higher degree not required, but recommended.
- Experience working in Chelsea and East Boston, a plus
- Knowledge of and experience using multiple social media platforms including Facebook, Twitter, Instagram, etc.
- Proficiency using Adobe products such as Photoshop/InDesign, Google Suite, Microsoft Office Suite, Microsoft Visio Professional and Salesforce
- Experience updating and creating website content
- Strong graphic design skills
- Knowledgeable about environmental and climate justice, a just transition and the Jemez Principles of organizing
- Strong organizational and interpersonal skills
- Ability to work on a team, as well as to take initiative and work independently
- Quick learner
- Ability to handle multiple and complex projects at once
- Enthusiastic, flexible, self-motivated, dependable, responsible and creative

Job Type:	Compensation:	Benefits:	Work Remotely:	Schedule:
Full-time (35 hrs. per week)	\$40,000 to \$50,000 a year	<ul style="list-style-type: none">• 401(k); 5% Match• Dental insurance• Disability insurance• Health insurance• Wellness Bonus• Paid time off (up to 32 days)• Federal & State Holidays	Temporarily Available Current Hybrid Model <ul style="list-style-type: none">• 2 days in-person• 2 days' remote	Monday to Thursday with some evening and weekend commitments

To Apply:

Bilingual Chelsea and East Boston residents, people of color, indigenous people, immigrants, LGBTQ, gender non-conforming and women are strongly encouraged to apply.

Please send cover letter, writing or graphic design sample and resume to:

Roseann Bongiovanni
RoseannB@GreenRootsChelsea.org

Accepting applications until position is filled.