

Communications Coordinator

The California Environmental Justice Alliance (CEJA) is a statewide coalition of grassroots, community-based organizations. We organize in communities most impacted by environmental issues – low-income communities and communities of color – to advance statewide policy that protects the environment and our health. We have six members across California: The Asian Pacific Environmental Network; Center for Community Action & Environmental Justice; Center on Race, Poverty, and the Environment; Communities for a Better Environment; Environmental Health Coalition; and People Organizing to Demand Environmental & Economic Rights.

JOB TITLE

Communications Coordinator

POSITION DESCRIPTION

The **Communications Coordinator** will be responsible for developing and implementing communications for our Green Zones and Energy Equity program, including earned and social media to amplify the voices of frontline communities most directly impacted by environmental justice issues.

CEJA's Green Zones Program utilizes a place-based strategy to transform toxic hot spots into healthy, thriving neighborhoods. Green Zones are neighborhoods heavily burdened by pollution where residents are organizing to reduce pollution and cultivate new, coordinated opportunities to implement community-led solutions.

CEJA's Energy Equity Program is leading dynamic campaigns where we put energy decisions in the hands of the community. Communities of color across the state have paid the highest price for dirty energy. We are working towards a fundamentally new energy system for our state — one that is just, democratic, equitable, and composed of local, clean energy.

This is a part-time, contract position from July to October 2018.

For more information, please visit www.caleja.org.

REPORTING RELATION/LOCATION

The fiscal sponsor for the California Environmental Justice Alliance is the Environmental Health Coalition (EHC), a member of CEJA. This is a remote position that will report to CEJA Communications Manager out of our Downtown Oakland office.

RESPONSIBILITIES

- Develop communications strategy for Green Zones bills, including drafting and promoting action alerts, overarching messaging, talking points, sample tweets, and identifying media opportunities to promote campaign and program goals.
- Develop and implement a communications strategy for the release of a new report "Green Zones Across California" including web design to feature individual profiles.
- Develop and implement a communications strategy for the release of new guidelines of the Solar on Multifamily Affordable Housing (SOMAH) program, including press outreach and creating materials for field outreach by our members.
- Identify strategies for securing earned media, including writing press releases, updating a reporter database, pitching reporters, managing relationships with national, state, and

local media, with special attention to non-English media, such as Spanish and Asian language outlets.

- Help write, edit and produce Green Zones and Energy Equity materials, such as flyers, presentations, fact sheets, and social media memes featuring member stories.
- Support implementation of past Green Zones bills SB 1000 and AB 2722, including identifying media opportunities for our multi-award-winning “Planning for Healthy Communities” toolkit and Transformative Climate Communities program, coordinating closely with partners and allies.
- Develop intersectional messaging that ties Green Zones to other programs including our Climate Justice and Just Transition frameworks.
- Work with graphic designers to produce visually compelling images, promotional materials and graphics for Green Zones and Energy Equity events and campaigns.
- Support the development of political education workshops or arts and cultural tools on Green Zones topics, including designing promotional materials and coordinating outreach.
- Monitor Green Zones, environmental justice, city planning, housing, transportation news, and Just Transition models to ensure CEJA is aware of big issues and topics and framing our work accordingly.
- Other duties as assigned.

REQUIRED QUALIFICATIONS AND SKILLS

- Minimum of 3 years’ experience working in nonprofit sector (social justice or environmental justice organizations strongly preferred)
- Strong working knowledge of Microsoft Office Suite (Word, Excel, PowerPoint) and Adobe Creative Suite or other graphic design programs.
- Demonstration of leadership and coordination skills; is self-motivated and a problem solver.
- Excellent writing, copy editing, and verbal communication skills.
- Experience working with coalitions; is a relationship builder and a people person.
- Internet fluency; web research a must.
- Sincere commitment to environmental justice, and working collaboratively with CEJA staff, committees, organizational community members, and supporters.
- Ability to handle a fast-paced work environment and take on additional tasks as needed to support CEJA’s overall mission.

This is a four-month contract from July to October 2018, compensated at a competitive hourly rate, and with possibility of extension.

Deadline: Early applications encouraged and will be reviewed as they are submitted. Deadline is June 28, 2018. Ideal start date is ASAP or by July 16, 2018.

Applications: Email resume with cover letter to: jobs@caleja.org.

Environmental Health Coalition is an equal opportunity employer and encourages people of color, women, and LGBTQ persons to apply.