



Communications Specialist

Job Description

Title: Communications Specialist for Sustain Dane and the Relay Network
Full-time (32 hours per week)
Benefits including personal time off, health, dental, short- & long- term disability, and 401K
Limited term employment (Hire date through Dec 31, 2021). Evaluated at end of year for opportunity to extend position.

Reports to: Executive Director

Submission: Due Wednesday, February 24, 2021. To apply, email resume and cover letter to Claire@sustaindane.org

Sustain Dane: Sustain Dane, Inc., a 501(c)(3) non-profit educational corporation. Sustain Dane's vision is a thriving and connected community with a sustainable environment and economy we are proud to pass on to future generations. Sustain Dane's work focuses on holistic sustainability - the interaction of environmental health, equity and social wellbeing, and a just economy. The office is located in the thriving StartingBlock Madison space in the Spark Building, however we are working virtually due to the COVID-19 pandemic. Our mission is to inspire, connect, and support people to accelerate sustainable actions for community wellbeing.

Relay Network: The Relay Network is a national network of energy efficiency implementers who promote knowledge sharing, facilitate collaborative partnerships, and encourage joint innovation. As an alliance of mission-based non-profit organizations, we leverage each other's expertise to extend our collective reach to the buildings, residents and communities that we serve. By working together, we create partnerships that enable us to better respond to and deliver on our missions and serve as a resource to each other to increase our capacity.

Job Overview

Sustain Dane is hiring a full-time Communications Specialist. You can play a critical role in helping Sustain Dane and the Relay Networks achieve their missions and visions by leading the communication efforts and communication outreach. Half of the position time will focus on Sustain Dane communications and half of the position time will focus on RelayNetwork.org communications. Work includes writing and producing email newsletters, capturing and sharing program impacts, developing and managing an outreach and communications calendar, strategically purchasing boosts and ads, producing relevant stories from membership and network, and growing social media presence, engagement and interaction. Ability to design original material in canva or other design programs is a plus. The ideal candidate will make communication, outreach, and social media channels a hub for local sustainability education and connection, and be a catalyst to help accelerate sustainability for community well-being.

We are seeking a candidate who has an inherent passion for and understanding of sustainability practice in its various forms. The Communications Specialist will be an exceptional communicator in written and verbal form and on social media channels. We are also looking for a candidate with strong customer service skills, has

attention to detail, meets deadlines on time, and enjoys working with a dynamic team. The Communication Specialist will be an authentic and open-minded professional who is comfortable working with people of all backgrounds and identities. Working with Sustain Dane is a meaningful opportunity to grow professionally and support holistic sustainability.

Primary Duties and Responsibilities

Sustain Dane Communications 50% of role, which includes:

Social Media (60%)

- Manage Sustain Dane Facebook, Instagram, Twitter, and LinkedIn channels
- Stay informed on sustainability news and share with our audience in a creative and engaging ways
- Craft social media posts promoting our membership's sustainability success stories
- Share community partner's programs and announcements
- Create an interactive relationship between Sustain Dane and our audience
- Develop a strategy and calendar for channels that reflects our multi-faceted messaging of holistic sustainability
- Maintain a regular schedule of posting to all social media channels
- Analyze trends in views, likes, clicks, etc on all channels and propose methods to improve
- Develop and lead targeted campaigns such as for the Big Share and Summit

Monthly Newsletter (30%)

- Work collaboratively with the Sustain Dane team to write the monthly newsletter, capturing noteworthy information, program announcements, and sustainability impacts
- Analyze trends in open rates and clicks to grow readership and improve engagement

Other Duties (10%)

- Draft minutes for Board Meetings. Take notes during the Program Workgroup meeting.
- Build and manage relationships with key stakeholders in the media and communication sector in Dane County region and beyond
- Assist with other Sustain Dane work such as programs, membership, and NOAH, as time and resources allow
- Other tasks as assigned

Relay Network Communications 50% of role, which includes:

Partner Coordination (60%)

- Schedule regular meetings with partners from multiple organizations around specific topic areas
- Attend meetings and take notes, follow up on action items and communicate with attendees
- Coordinate with the Relay Community Of Practice coordinator around upcoming COP calls
- Other tasks as assigned

Newsletter (20%)

- Coordinate with communications team on the Relay Newsletter schedule and content
- Coordinate with communications teams from partner organizations to gather information on upcoming events, trainings and other announcements
- Interview Relay partners for "Partner Spotlights"
- Other tasks as assigned

Website (20%)

- Regularly update content on Relay Website, in coordinate with communications team and contractors

- Other tasks as assigned

Additional Information

Education & Experience: Bachelor's Degree or Associate's Degree with work experience. Students working towards a degree will be considered.

Skills: Mailchimp, Facebook, Instagram, Twitter, and LinkedIn. Search engine optimization certification. Canva or other design program experience.

Characteristics: Communication, Creativity, Social media savvy, Deadline-driven, Organized, Detail-oriented, Trustworthy, Reliable, Inclusive, Proactive

Limited Term Employment: 32 hours per week. From date of hire through December 31, 2021

Compensation Range: \$16.00 per hour + full benefits