



# CLIMATE & WILDFIRE INSTITUTE

## POSITION OVERVIEW

**Position title:** Communications Coordinator

**Salary:** Competitive and commensurate with experience (range: \$80,000–\$100,000 per year), with generous benefits package

**Type of position:** Full-time, permanent, exempt

**Anticipated start:** Negotiable; no later than January 2, 2024

**Location:** Remote/virtual, with a strong preference for California or Nevada. Other West Coast/western locations may be considered. Some travel will be required.

## APPLICATION WINDOW

**Open date:** November 9, 2023

**Final date:** November 26, 2023

*Applications accepted after this date will be considered if the position remains unfilled.*

## POSITION DESCRIPTION

Join the [Climate & Wildfire Institute](#) (CWI) in an exciting role as a Communications Coordinator! We are on the lookout for an experienced, creative, and detail-driven communications professional who approaches their work with a visionary and proactive mindset. As CWI's Communications Coordinator, you will shape and lead the strategy for all our communications, website, and public relations initiatives.

In this role, you will consistently bring CWI's mission and projects to life through compelling storytelling, story advocacy, and written and visual communication. Your contribution will be pivotal in enhancing both our internal and external communications, engagement, and operations. In fact, you'll be working across programs and actively engaging with our project partners to craft compelling communications around our work, as well as emerging issues, questions, and trends in the wildfire and climate spaces.

The role of our Communications Coordinator at CWI is often about maximizing different platforms to craft engaging communication assets and collateral to tell our story. In this position, you'll leverage your skills with tools like WordPress, Canva, Google Workspace, various social media platforms, email campaign platforms, and other dissemination tools – on the daily.

Our ideal candidate is not just tech-savvy but also possesses a strong sense of aesthetics when it comes to digital layouts and publishing. Attention-to-detail is your superpower, and you bring it to every project. You have a deep understanding of the tools and unique strengths of written, visual, and oral communication. But what truly sets you apart is your unwavering passion for the art of storytelling.

As CWI's Communications Coordinator, you'll have the opportunity to bring your creativity and digital prowess to the forefront, all in service of accelerating solutions to this era's most pressing climate and wildfire challenges. If you're enthusiastic about the world of communications and digital media, passionate about climate and wildfire issues, and exceedingly well organized and flexible, this role is tailor-made for you. Join us in shaping the narrative and making an impact!

Learn more about CWI and our role as a boundary organization [here](#).



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## PRIMARY RESPONSIBILITIES

Under the supervision of the Deputy Director for External Affairs, this position will be primary communications, media relations, and storyteller for CWI. The following represent key areas of responsibility:

### Communication Strategy and Planning:

- Develop, implement, and evaluate annual communications and outreach plans, ensuring alignment of strategies, tactics, budgets, and measurement standards across program areas.
- Establish internal communications processes to keep all staff and Board members informed and updated on project/initiative statuses.

### Content Creation and Management:

- Lead the creation of engaging internal, external, and online content that drives measurable actions, builds CWI's brand, and conveys the impact of our work.
- Develop creative communication assets, including copy, graphic layouts, images, video, digital content, and email campaigns.
- Support internal project communications; assist with developing internal and external technical communications, including project and annual reports, presentations, talking points, speeches, templates, etc.

### Media and Public Relations:

- Manage public and media relations efforts to promote the organization to public agencies, the nonprofit sector, policymakers, funders, partners, and the public.
- Establish and maintain relationships with journalists writing about environment, public health and safety, climate, and wildfire issues. Act as a key liaison between CWI and media contacts.
- Develop and implement media strategy, including maintaining a media calendar, media relations, and tracking press coverage. Develop press kits, press releases, pitches, and other materials.

### Social Media, Web, and Brand Management:

- Develop and publish a variety of digital content with a focus on producing engaging webpages and social posts that are visually appealing and provide an overall rich experience for partners, donors, and visitors. Ensure that new and consistent information (blog posts, stories, and events) is posted regularly.
- Maintain brand integrity and visibility across the organization and projects.
- Create and update program and marketing materials and documents in support of fundraising, donor stewardship, and overall programming.

### Project and Team Management:

- Coordinate and manage communication projects from start to finish, ensuring quality deliverables.



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- Assist with coordinating and organizing annual convenings and special events, with a particular emphasis on event communications, branding, key messaging, and reporting.
- Provide staff communications support and training, as required. Manage communications interns, as needed.
- Work with and manage independent contractors and creative firms who support various communication needs for CWI (videographers, web designers, etc.).

The statements provided above aim to outline the overall scope and complexity of the tasks expected from the individual in this role. They are not meant to encompass every responsibility, duty, or skill essential for the position.

## QUALIFICATIONS

### Basic qualifications (required at time of application)

- Bachelor's degree in communications, marketing, journalism, or a related field; or the equivalent combination of education and experience.
- 3–5 years of working experience in communications or marketing departments, with preference for experience in the fields of climate, wildfire, natural resources, or related industries.
- Strong communicator and storyteller with excellent written, presentation, oral communication, and interpersonal skills.
- Proficient at using a wide variety of technology, such as cloud-based apps and software (e.g., virtual meeting platforms, social media platforms, the Google ecosystem, etc.). Experience designing content in WordPress and Canva.
- Highly collaborative style; experience developing and implementing communications strategies with participation from a cross-section of staff working in different program areas and with different backgrounds.
- Proven experience translating complex issues into understandable language.
- Demonstrated record of inspiring and motivating individuals by effectively communicating a shared mission or powerful ideas. Ability to work with all levels of an organization to influence actions and negotiate outcomes.
- Ability to operate in a complex and rapidly changing nonprofit/business environment.
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently. Adept at working independently, managing time, and consistently meeting self-imposed as well as external goals, deadlines, and deliverables.

### Preferred qualifications

- Experience in visual storytelling, graphic design/layout, and audio and video editing.
- Demonstrated emotional intelligence skills, active listening ability, problem-solving skills, and a proven track record in interpersonal engagement, support, and development of others.
- Able to work well in a remote but tight knit team environment, handle multiple assignments, prioritize work, and track progress.
- Science communication experience.
- Experience overseeing the work of contractors.



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- Nonprofit or public agency experience.
- Budget management experience.
- Valid driver's license and access to a car or the ability to rent a car for travel.
- Passion for CWI's mission.

Experience tells us that people within historically marginalized communities, including women and people of color, may be less likely to apply to jobs if they don't meet every single qualification. CWI is dedicated to building a diverse, inclusive, and authentic workplace. If you're excited about this position but are concerned that your experience doesn't align perfectly with every qualification within the job description, we encourage you to apply or reach out to us to discuss. You might just be the right candidate for this or other roles.

## APPLICATION REQUIREMENTS

### Document requirements

- Resume
- Cover Letter
- 1-3 examples of previous communications work, design pieces you're proud of, or campaigns/initiatives you've led (including links in your cover letter or resume is sufficient)
- Three references required (please provide name, email address, and phone number)

Diversity, equity, and inclusion are core values at CWI. Our excellence can only be fully realized by staff who share our commitment to these values. Successful candidates will demonstrate evidence of a commitment to advancing diversity, equity, and inclusion.

CWI is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, age, or protected veteran status.

All letters will be treated as confidential per California state law.

Applicants must be legally authorized to work in the United States. CWI will not sponsor applicants for work visas at this time.

## HOW TO APPLY

**[Please submit your application materials here.](#)**

Questions can be submitted to: [recruitment@climateandwildfire.org](mailto:recruitment@climateandwildfire.org).