Digital Communications Organizer

Mission:

New Yorkers for Clean Power (NYCP) is a statewide campaign to rapidly shift to an equitable clean energy economy. Through education, advocacy, and organizing, our campaign engages the public, local governments, and businesses to advance a range of renewable energy, energy efficiency, and clean transportation solutions. NYCP is focused on advancing solar, wind, energy efficiency, electric vehicles, clean heating and cooling, as well as creating jobs in these industries for all communities in New York.

Job Summary:

The Digital Communications Organizer is a full-time position focused on accelerating the clean energy transition across New York State utilizing all social media platforms in creative and fun ways to educate and inspire New Yorkers. The ideal candidate would have experience working on innovative social media campaigns, managing email marketing platforms such as MailChimp, and have a passion for promoting climate solutions. Being collaborative, responsive, good at time management, and flexible are all important qualities for this position.

The Digital Communications Organizer will report to the NYCP Program Manager and work closely with staff to support NYCP’s work statewide.

Essential Duties and Responsibilities:

- Scheduling, drafting, formatting, and sending out NYCP’s weekly email blasts
- Maintaining and working on the growth of NYCP’s email database, currently through Mailchimp
  - Ensuring the list is organized and up-to-date
  - Creating and maintaining a streamlined signup and tagging process
- Managing and creating NYCP’s Social Media content on all platforms with daily posts (Instagram, Facebook, Twitter, TikTok and LinkedIn)
  - Running social media campaigns when necessary (Instagram Live, Tweetstorms, etc.)
  - Using the Hootsuite service to manage posts, engage with and grow followers across platforms
- Maintenance and expansion of NYCP’s digital campaign with digital advocacy platforms (e.g. Phone2Action)
- Creation of NYCP-branded educational, tabling, and outreach materials
- Creation of communications materials for NYCP advocacy campaign initiatives, including Better Buildings New York and Renewable Heat Now
• Helping to promote and grow awareness of NYCP listserv, and outreach to New Yorkers to sign up for NYCP program offerings
• Maintaining the NYCP website and ensuring it is up-to-date and action-oriented
• Coordinating with communications teams in partner organizations for collaboration and cross-promotion efforts
• Conducting NYCP public education programs
• Attending conferences and events to table, network, and represent NYCP where needed.
• Assisting with NYCP programming and day-to-day operations tasks as appropriate including supporting other NYCP team members on communications work where needed to effectively carry out our programs and initiatives.
• Oversight of communications-focused Clean Power Fellows

Education & Experience:

• Work Experience: Minimum of 1-2 years of experience in one of the following fields: social media management, online organizing, online marketing, communications, email advocacy, or new media
• General Skills: Excellent verbal and written communication skills. Forward-thinking, innovative, and creative mindset willing to push NYCP to new boundaries. Experience using online tools to grow, engage, and mobilize a membership base. Highly organized and able to independently manage multiple projects and anticipate obstacles.
• Digital Organizing Skills: Mailchimp, Hootsuite, Phone2Action, WordPress (coding is a plus), Canva, video editing, and brand management.
• Computer Skills: Adequate knowledge of word processing, Google Suite including Gmail, Sheets and Docs. Zoom and other virtual meeting applications.
• Awareness of climate change and clean energy solutions, particularly building decarbonization is a plus.
• Prior experience in a grassroots organizing environment is a plus.
• Conditions: This position will occasionally require evenings and weekend hours. We offer a flexible schedule for these times.

Salary and Benefits:

Salary commensurate with experience, the salary for this position is $55-70K annually, with a competitive benefits package including paid vacation, holidays, and sick leave. NYCP is a fiscally sponsored project of Catskill Mountainkeeper.

We are looking to fill this position as soon as possible. This is a full-time 40 hours a week M-F salaried position. We are looking for applicants who live in New York State.

New Yorkers for Clean Power is an equal opportunity employer and we value having staff who come from diverse communities. We especially encourage people of color, women, LGBTQ, gender non-conforming, and people with disabilities to apply.

How To Apply:

Please send a cover letter and resume to Melissa Iachetta, Program Manager, listing “Digital Communication Organizer” in the subject line: melissa@nyforcleanpower.org