



ENVIRONMENTAL CHARTER SCHOOLS

JOB TITLE: COMMUNICATIONS AND DEVELOPMENT ASSOCIATE

JOB CATEGORY: EXEMPT

LOCATION: ECS (Gardena)

POSITION TYPE: FULL-TIME

HR CONTACT: MARCELA PAEZ
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Environmental Charter Schools is a growing network of free public schools in South Los Angeles that is graduating college-bound leaders who care about their communities.

ECS's vision is that our students are equipped with the knowledge and skills to graduate from college, inspired to discover their own sense of purpose, and empowered to become quality stewards of their communities.

ECS's mission is to create and deliver vibrant, innovative, interdisciplinary learning opportunities using the environment to engage students and connect them to the wider world.

The ECS community thrives. Just steps from the busiest freeways, our campuses are alive with fruits and vegetables, a living stream, school-wide composting, and solar-powered greenhouses. Campus solutions to current challenges offer students and teachers real world examples. Our team collaborates with partners to provide hands-on learning. We build students' intellectual curiosity and cultivate their passion to care about themselves and their futures, to support each other and their families, and to take action to sustain their communities.

POSITION SUMMARY

The Communications and Development Associate is responsible for managing Environmental Charter Schools communications, including marketing and fundraising initiatives. This position is responsible for crafting and communicating the story of ECS and its stakeholders, maintaining a strong online presence for ECS through the website, email communications and social networking sites and creating and implementing strategy for promotion of events through online communications, public relations and more. The Associate will also coordinate press coverage of Environmental Charter Schools and maintain consistency in the organization's messaging to diverse audiences. Reports to the Development Manager.

RESPONSIBILITIES

COMMUNICATIONS

- Create and manage the organizational Communications Calendar
- Develop and craft monthly e-newsletter, including timing of publication, content, layout and dissemination (HTML knowledge necessary) for an external audience of partners, and supporters
- Administer consistent and engaging postings and conversations on social media outlets, including Facebook, Twitter, LinkedIn, and YouTube, as appropriate
- Illustrate the ECS story through written features of students, staff and families



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- Serve as an excellent storyteller and be able to share great stories with various constituents and audiences.
- Devise, submit and follow-up with placement on local press releases
- Create local angle for national press releases
- Frequently pitch organizational-related stories to press
- Assist in tracking event coverage
- Support the creation of content for ECS collateral and fundraising materials
- Work with leadership to identify media opportunities and implement campaigns around key programs and issues, including monitoring media cycles and updating media lists
- Maintain and update the organizational website with event announcements, photos, news articles, newsletters, press releases, etc.
- Create system for tracking, analyzing and reporting statistics in order to measure results for website, e-newsletter and other online marketing efforts.
- Support the development of the Annual Impact Report for donors and other supporters

DEVELOPMENT

- Assume responsibilities within the Development Team as directed by the Executive Director and Development Manager including but not limited to correspondence, donor data entry and donor recognition
- Coordinate bi-weekly campus tours, including setting up registration forms on website, following-up with guests prior to and after visits, collecting data on tour guide scholarship donations and more.
- Support the management of donor database
- Support event planning, as needed

BENEFITS

- Work alongside passionate, creative and energetic team
- Potential for individual growth, leadership opportunities and helping to define the role of Communications and Development within Environmental Charter Schools.

QUALIFICATIONS AND JOB REQUIREMENTS

- Bachelor's Degree or equivalent experience in communications, journalism, public relations, marketing or non-profit management
- The ideal candidate will have at least three years of experience in development or communications/marketing.
- Excellent communication skills, as well as organizational skills, attention to detail and ability to be self-motivated and disciplined.
- Strong writing and editing skills
- Strong social media management experience (Facebook, Twitter, Instagram and YouTube) and technology skills (experience with HootSuite desirable)
- Ability to shoot and edit video/photography a plus
- Familiarity with donor databases
- Experience with fundraising and development activities



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- Ecological literacy and fluency in the program areas ECS provides is a plus
- Experience with graphic design is a plus
- Experience with backend website programming (such as Word Press) is a plus
- Ability to manage time, deadlines, and communications using cloud-based tools
- Passionate about fundraising for education
- Ability to work some evenings and weekends

ECS does not discriminate against individuals on the basis of age, actual or perceived race, actual or perceived gender, ethnicity, national origin, religion, disability, or sexual orientation. ECS complies with the Americans with Disabilities Act to ensure equal access to all qualified individuals with a disability.