



JOB DESCRIPTION

JOB TITLE: Communications Manager (P/T)

REPORTS TO: Executive Director

LOCATION: Valhalla, NY

Organization: The Children's Environmental Literacy Foundation's – "CEL F" – mission is to make sustainability education an integral part of every school's curricula and culture, from kindergarten through high school. Our approach is comprehensive, engaging students, teachers and administrators, parents, communities and businesses through professional development, consulting services, and experiential programs. CEL F is a small non-profit led by a team of highly-collaborative, dedicated professionals. Growing demand for our services has opened new opportunities that require creative and strategic fundraising to increase CEL F's operating capacity. The organization's current three-year strategic plan targets doubling revenues by 2020, with a smart-growth plan for infrastructure and program expansion. This position is an exciting opportunity for engagement with a dynamic team in a rapidly evolving field addressing some of the most pressing issues of our times.

Summary: The Communications Manager will be responsible for developing and delivering content for all communications for a growing nonprofit. The Communications Manager will report to the Executive Director will work closely with senior management and program staff.

Detailed Description: The Communications Manager is responsible for executing an integrated strategic communications plan that consistently reinforces the organization's brand and messages among key audiences and enhances the organization's position as an industry leader.

Specific Duties and Responsibilities:

- Overall: Refine and implement the organization's strategic communications plan, manage the overall brand and messaging, and execute across relevant channels.
- Website: Ongoing web content management.
- Social Media: Follow relevant external activity and manage all CEL F accounts including Facebook, Twitter & Instagram.
- Newsletters, fundraising materials, program collateral, press releases: write and oversee production of written promotional materials – both electronic and print.
- Database management: Serve as key staff person for the maintenance of the database system with responsibility for all contacts, including program participants, prospective participants, partners, donors and prospective donors.
- Program Communications: Liaise with current and past teacher and administrative participants to track progress, obtain quotes and anecdotal stories
- Provide support to Director of Development on fundraising communication as needed.
- Additional support as needed.



Qualifications:

- The position requires a motivated professional with excellent written and verbal communication skills.
- Working knowledge of MS Office, Google suite, email marketing, and all social media platforms.
- Experience with donor database management a plus.
- Photography and/or videography and editing skills a plus.
- Passion for making a difference – environmental and/or K-12 education background a plus.
- Bachelors degree; prior experience in Communications, Marketing, and/or Public Relations.

Hours: P/T, 3 days per week; flexible hours, some can be remote.

Salary: This is a part-time position. Salary range is \$25,000 - \$30,000 and commensurate with skills and experience.

Location: CELF Office – 200 Summit Lake Drive, Valhalla, NY

HOW TO APPLY: [KATIE@CELFEducation.ORG](mailto:katie@celfeducation.org)

Email your resume and cover letter to Katie Ginsberg (katie@celfeducation.org) with “Communications Manager Application” in the “Subject” line.