

Second Nature

Job Posting - Communications Associate

The Communications Associate takes a lead role in communicating Second Nature's mission and activities to a wide audience. Focus areas include web content creation and management, newsletter production, email outreach to constituents, media outreach, mailing and email list management, desktop publishing, graphic design, and other forms of communication.

Responsibilities

- Report to Second Nature's Director of Communications and Development and work closely with the rest of the staff.
- Draft news releases and reach out to the media and Second Nature's partners and stakeholders with news and information.
- Draft Op/Eds for publication in key trade and general media outlets.
- Develop and maintain Second Nature's media and stakeholder contact database.
- Manage and update Second Nature's web sites, including:
 - www.secondnature.org
 - www.presidentsclimatecommitment.org
 - www.heasc.net
 - Other program sites as developed.
- Create and contribute to the content and design of print materials, including brochures and annual reports.
- Lead the Second Nature team in defining and communicating the organization's and programs' mission, branding, and telling their stories in a compelling way.
- Lead the Second Nature team in creating and responding to new media opportunities that may include blogging.
- Work with Second Nature staff to maintain a sensible and effective communications schedule for print, email, and web communications.
- Engage in periodic IT, photography, and videography activities.
- Engage in other activities as directed by supervisor.

Skills and Qualifications

- Bachelor's degree in communications or related field required.
- Issue knowledge regarding environmental, sustainability, and business issues desired.
- Strong writing, graphic design, media outreach, and web content production and management experience required.
- Minimum 2-5 years experience in communications, preferably for a non-profit organization.
- Demonstrated ability to work effectively with deadlines.
- Understanding of and experience with web and email communications tools required.
- Experience with new media technologies, such as blogs, twitter, and online social marketing preferred.
- High energy, positive, "can-do" attitude, flexibility, teamwork, and attention to detail; high degree of initiative required.
- Ability to keep organized and up-to-date records preferred.

- Strong computer literacy is essential: Mac and PC; MS Office (Entourage, Outlook, Word, Excel, Power Point, Groove); Salesforce (or similar database); Adobe (Photoshop, Contribute); Drupal (or other Content Management System).
- Experience with IT troubleshooting, photography, and videography preferred.
- Sense of humor preferred.

Position Classification

This is a full-time position (five days, 40 hours per week). Salary is \$38,000 – 45,000, commensurate with experience. A competitive benefits package is provided. This position requires a working presence in Boston, MA, and some travel.

Second Nature

Second Nature's mission is to accelerate movement toward a sustainable future by serving and supporting senior college and university leaders in making healthy, just, and sustainable living the foundation of all learning and practice in higher education. We believe that in order for society to move in a sustainable direction, higher education must develop a new framework in which the sector and individual institutions operate as a fully integrated communities that teach, research, and model social and ecological sustainability. For more information, please see www.secondnature.org.

Second Nature is an equal opportunity employer and does not discriminate based on any of the following: race, religious creed, color, age, sex, sexual orientation, gender identity, gender expression or gender characteristics, national origin, religion, marital status, medical condition, physical or mental disability, military service or veteran status, pregnancy, childbirth and related medical conditions, or any other classification protected by federal, state, and local laws and ordinances.

How to Apply

This position is available immediately and will remain open until filled. Candidates are invited to submit a cover letter and resume to: application_development@secondnature.org.