



Development and Communications Manager

Groundwork USA seeks a Development and Communications Manager to help expand the presence of Groundwork USA and its efforts to support a national network of community-based environmental justice organizations advancing equity, health, and resilience in neighborhoods across the nation.

A national enterprise with local roots, Groundwork USA is the only national network of local organizations dedicated to creating healthy, resilient neighborhood environments in low-resource communities through meaningful community engagement and collaboration. Local Groundwork affiliates, called “Trusts,” are community-based organizations that transform neglected land and waterways into community assets while building community capacity to effect change. Groundwork USA supports this dynamic network and advances climate justice and equitable development initiatives through national technical assistance and learning network programs for local practitioners.

Interested candidates should review our website, <http://groundworkusa.org>.

The Position

The Development and Communications Manager will provide essential communication expertise to a growing team at a time of rapid expansion. The Manager will be responsible for expanding the organization’s digital presence, building brand awareness of and support for Groundwork USA, providing communications support and training to Trusts, and expanding the organization’s network of individual supporters in partnership with the Director. The ideal candidate has experience with a variety of communications mediums, excellent written, oral, and visual communication skills, and familiarity with graphic design, video editing, fundraising best practices, and event planning. They will report to the Director of Development and Communications and cross-collaborate with teams across the Groundwork network.

Responsibilities include:

- Work with the Director to develop and implement a communications strategy and calendar to build awareness of, and support for, the GWUSA network.
- Maintain, update, and improve the Groundwork USA website, blog, and social media channels.
- Produce quarterly electronic newsletters and periodic e-blasts, including identifying and researching topics, managing content from staff, and drafting content.
- Manage and expand our presence on social media accounts (Facebook, Twitter, LinkedIn, and Instagram).

- Support the management of media and speaking engagements.
- Provide communications support to GWUSA program staff as needed.
- Lead the implementation of Groundwork USA’s annual giving program, including two fundraising appeals, stewardship communications, and engagement activities – coordinating involvement of other Groundwork USA staff as needed. Implement efforts to strengthen the program with the objective of increasing giving annually.
- Collaborate on initiatives to strengthen Groundwork Trusts and their programs, including an annual national assembly/youth summit, best practice workshops, an online collaboration and resource platform, supporting peer-to-peer learning programs, and providing individual and small group coaching on communications related subjects.
- Manage annual Groundwork National Assembly.
- As needed, represent Groundwork USA in diverse public settings.
- Help nurture a collaborative, high-performance culture in a geographically dispersed staff.
- Contribute to Groundwork USA’s continued progress as an inclusive, culturally competent organization.
- Other projects and tasks as assigned.

The preferred location for this position is the greater New York City or greater Boston metropolitan area. Other locations in communities with local Groundwork Trusts (see <https://groundworkusa.org/groundwork-network/>) will be considered. This is a full-time position, but Groundwork USA is committed to flexibility in arranging work schedules to balance work and family responsibilities. When conditions permit, some travel may be required.

Qualifications

We are looking for a highly motivated, passion-driven storyteller that is excited about the opportunity to share their communications skills with a growing team as we work collaboratively towards ambitious goals. The ideal candidate will have an eye for detail, excellent proofreading and copyediting skills, the ability to prioritize multiple projects, and be comfortable working with people of diverse backgrounds.

Additionally, they will be:

- A creative and engaging communicator with strong written and verbal communication skills, an eye for design and visual communications best practices, and experience communicating with diverse audiences.
- A relationship-builder with the ability to find common interests and connections and build strong relationships with internal teams and external partners.
- A strong project manager with experience managing multiple stakeholders towards shared goals and deliverables and the ability to meet deadlines and facilitate efforts of the full team to do the same.

The Development and Communications Manager must also have solid computer skills, a working knowledge of common design and communications platforms (experience with, MailChimp, WordPress, and Adobe Creative Suite a plus), and a demonstrated passion for Groundwork USA's mission and values. The ideal candidate will have at least three years of relevant professional experience and a Bachelor's degree or equivalent experience in non-profit communications and/or fundraising is strongly preferred.

Compensation

The expected salary range for this full-time position is \$60,000- \$70,000; benefits include health insurance, dental and vision insurance, retirement plan with employer match, and generous vacation, sick time and parental leave policies.

Applications

Submit a cover letter, resume, and brief writing sample to jobs@groundworkusa.org. Applications will be considered on a rolling basis; those received by December 15, 2021 will be ensured full consideration. Only those selected for interviews will be contacted – your understanding is appreciated.

Groundwork USA is an equal opportunity employer, committed to maintaining and growing a diverse team, and an anti-racist organization committed to doing business in keeping with core values of relevance, equity, diversity and inclusion.