Communications Strategist (half-time)

About Project Drawdown

*The World’s Leading Resource for Climate Solutions*

**Project Drawdown** is a nonprofit organization that seeks to help the world reach “Drawdown” — the future point in time when levels of greenhouse gases in the atmosphere stop climbing and start to steadily decline. Since the 2017 publication of the *New York Times* bestseller *Drawdown*, the organization has emerged as a leading resource for information and insight about climate solutions. Cities, universities, corporations, philanthropies, policymakers, communities, educators, activists, and more turn to Project Drawdown, as they look to advance effective climate action. We aim to support the growing constellation of efforts to move climate solutions forward and move the world toward Drawdown—as quickly, safely, and equitably as possible.

See [The Drawdown Review—2020](#) for the latest update to our work.

**Position Summary**

Project Drawdown is hiring a new, part-time (50%) Communications Strategist — a communications professional who will join the organization’s growing marketing and communications team.

We are looking for an individual who can work as part of a team to plan, manage, coordinate, execute and evaluate a wide array of communication activities aimed at enhancing awareness of and engagement with Project Drawdown, its products, and the climate solutions it develops.

Our work to date includes largely owned and shared media efforts in print (including a New York Times best-selling book), on social media (at @ProjectDrawdown), on the web (at drawdown.org), and our new signature publication, available both digitally and in print, *The Drawdown Review*. The Communications Strategist will help us develop additional communication products, manage social media, enhance earned media presence and build partnerships to amplify our reach dramatically.
As a small organization with a big mission, we’re seeking someone who can manage simultaneous projects and meet multiple deadlines, while maintaining a high level of initiative, creativity, collaboration, and excellence.

The Communications Strategist will report to the Director of Marketing and Communications at Project Drawdown and collaborate closely with other members of the organization including the marketing and communications team, program staff, and others. This position will also work with freelancers and consultants, as needed, and with other organizations and content experts around the world to build collaborations, cultivate new opportunities, and enhance efficient use of resources toward common climate solutions goals.

Project Drawdown welcomes people of all backgrounds, identities, and beliefs to join us in helping the world reach Drawdown quickly, safely, and equitably. We are a 100% remote organization based in the U.S. Candidates currently authorized to work in the United States (U.S. Citizens, green card holders, and work visa holders), who reside anywhere within the U.S. may apply.

**Essential Responsibilities**

In partnership with the Project Drawdown marketing and communications team, the Communications Strategist will focus on the following responsibilities:

**Communication Strategy**
- Help develop and implement a comprehensive communications plan based on mission, vision, and organizational and team goals
- Help identify and characterize the various audiences Project Drawdown needs to reach to achieve its goals and help develop and implement a strategy for segmenting and targeting communications accordingly
- Provide strategic communications guidance, consulting and support to Project Drawdown programs
- Help develop and implement marketing strategies for Project Drawdown’s products, including the Drawdown Review, white papers, events, and communications materials produced by Drawdown programs

**Digital Engagement**
- Develop and implement a social media strategy
- Manage day-to-day operations of Project Drawdown social media accounts, including regular posting of content, implementing paid social ads, monitoring for and responding to questions/comments, and reporting
- Manage placement, messaging, assets, and audience targeting for social media ads; execute accordingly
- Leverage data and analytics to provide insights and make recommendations to improve engagement and visibility of accounts and content
• Help update and maintain the Project Drawdown website to meet growing needs and better meet the needs of segmented audiences
• Identify and capitalize on innovative opportunities for enhancing visibility for, and appreciation of, Project Drawdown on a global scale

Media Relations
• Pursue earned media for Project Drawdown as an organization, for Project Drawdown’s work products and for Drawdown concepts broadly
• Assist core staff, Research Fellows, and other affiliates in producing and placing op-eds and other content in diverse media outlets
• Develop and promote expert database of core staff, Research Fellows and other affiliates

Strategic Partnerships
• Identify media and communications organizations and networks with aligned missions and develop and implement collaboration strategies
• Build partnerships with select media outlets in alignment with Project Drawdown’s mission, goals, and redoubled focus on diversity, equity, and inclusion
• Enhance Project Drawdown’s presence with practitioners of solutions journalism

Writing and Editing
• Edit grant proposals, white papers and other materials produced by Project Drawdown programs to ensure that content meets brand standards, is of uniform high quality, and is structured in a way that maximizes its ability to achieve its goals
• Collaborate with freelance writers, editors, designers, and other communications professionals, as needed

Education and/or Experience

The ideal candidate will possess a combination of the following education and/or equivalent experience:
• Bachelor’s degree (required) or Master’s degree in relevant field of communication, marketing, journalism, or other areas
• Proven record of success in communications and working across a larger organization
• 4+ years of experience in internal/external communications, project management, content production, social media engagement, audience analysis, publishing, and media relations
• Strong writing and editing skills with experience translating scientific concepts for broad audiences
• Experience creating and curating engaging content for digital audiences
• Proficiency in leading social media platforms with a solid understanding of current best practices and industry trends
• Experience in using social media management, listening, and analytics tools; ability to use metrics to inform content and engagement strategy
• Experience working with a broad range of external partners across geographies, sectors, political persuasions and disciplines to increase the reach and impact of an organization’s activities
• Experience building collaborations and partnerships with media outlets
• Experience working with outside consultants and freelancers
• Experience with development-focused writing and editing
• Impeccable organizational skills, thoroughness, and ability to multitask in a fluid environment
• Background in climate or sustainability is helpful but not required

Knowledge, Skills, and Abilities

The qualifications listed here are necessary to perform this job successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

• Experience working with a team of communications professionals
• Experience translating complex scientific concepts to engage broad audiences
• Experience working with researchers, program staff and others internally on strategic communications projects
• Experience assisting with the development of an organizational communication plan, as well as implementing / executing it
• Ability to develop and enhance the reach, impact, reputation, and value proposition of an organization
• Excellent organizational skills, attention to detail, and ability to manage multiple workflows on deadline
• Excellent written, speaking / presentation, and interpersonal communication skills to engage effectively within the organization and with external collaborators / stakeholders
• Creative thinker who’s able to pitch, identify, and source compelling and relevant content for multiple audiences.
• Experience with Adobe Creative Suite (including InDesign or PhotoShop), video editing tools, and/or other related media production tools is a plus
• Ability to work both independently and collaboratively
• Ability to generate innovative ideas
• Fluency in English

Location

As with all positions at Project Drawdown, this one will be 100% remote. Employees can work anywhere within the United States. Candidates currently authorized to work in the United States
(US Citizens, green card holders, and work visa holders), who reside anywhere within the US may apply.

**Compensation**

This is a full-time position with benefits. Compensation and benefits are competitive. We work hard to ensure our salaries are competitive with similar leading nonprofits in major cities across America. In addition, Project Drawdown provides exceptional benefits, including generous time off, health insurance and matching 401k. We will share compensation package details with candidates we invite into our interview process.

**How to Apply**

To apply, please complete our online application form here: [https://drawdown.org/careers/communications-strategist-half-time](https://drawdown.org/careers/communications-strategist-half-time). All candidates will need to upload a cover letter, their most recent resume, as well as work samples as described below:

- **Cover letter** that creatively communicates who you are and your interest in this role.
- **Resume** detailing your professional and educational background.
- **Portfolio** of 3-5 pieces of your best communication work (please include relevant context and details about your role or contribution).

Applications will be reviewed on a rolling basis, beginning February 26, 2021, until the position has been filled.

*Project Drawdown is an equal opportunity employer committed to having a team that represents a variety of backgrounds, perspectives, and skills. Project Drawdown does not discriminate on the basis of race, religion, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status, or any other basis covered by law, and we will not tolerate discrimination or harassment based on any of these characteristics. We strongly encourage all qualified persons worldwide to apply for this position. All employment is decided on the basis of qualifications, merit, and the organization’s need.*

If you have questions, contact us at jobs@drawdown.org. Please, no phone calls.