

September 22, 2015

ICLEI USA
Communications Officer
Oakland, CA



Background

ICLEI-Local Governments for Sustainability USA (ICLEI) is the largest association of local governments focused on climate sustainability and resilience. ICLEI's mission is to build, serve and drive a movement of local governments to advance deep reductions in greenhouse gas emissions, channeling resources and support for local action while dramatically scaling up effective solutions to create a sustainable future. With over 1000 members globally in 86 countries, ICLEI supports a robust and powerful network by developing and delivering cutting-edge tools, trainings, and technical assistance to support local governments in their climate mitigation, climate adaptation, energy and resource efficiency, and renewable energy efforts.

Position Overview

Reporting to the Deputy Executive Director, the Communications Officer is responsible for tactical delivery of communications through writing, editing and maintaining online content that is fresh, timely, accessible and high-value. Additionally, the Officer will provide input to the Management Team regarding strategic positioning and branding of the organization.

This position works with program directors and staff to create, market and disseminate high-quality resources, trainings, and guidance to help local governments meet their sustainability goals. A significant portion of the Officer's time in 2015 will focus on local elected official leadership towards the Paris COP21 and continuing to raise ICLEI's visibility through high-level engagements with the White House, China, and international philanthropy.

This is a full-time position that includes ICLEI's competitive benefits package and is based in Oakland, CA.

Communications Officer Job Responsibilities

A. General

1. Assist ICLEI USA's leadership in promoting the organization, furthering our reach and delivering our message.
2. Maintain an active knowledge of resource efficiency, renewable energy, and climate programs and policies.
3. Recruit new jurisdictions to participate in ICLEI's campaigns and initiatives. Anticipate communication needs based on relevant announcements from ICLEI's World Secretariat (Bonn, Germany) or through other strategic partners or events

B. Writing and Content Development

1. Contribute regular content to the websites www.icleiusa.org, www.solaroutreach.org, and www.resilientamerica.org, and www.californiaseec.org including new web pages, blog posts, case studies, and short success stories.
2. Suggest timely and high-value topics for blog and case study content based on local government needs and trends.
3. Place resources in media for maximum exposure.
4. Manage the content and distribution of the ICLEI national e-newsletter.
5. Support the development of marketing campaigns and other mass email communications.
6. Provide ICLEI USA staff with editorial and design support for written products, ensuring quality, brand control and consistency.

C. Website Content and Administration

1. Post new content to websites, including events, news stories and new product and service information.
2. Identify needs associated with the maintenance and necessary upgrades of solaroutreach.org web site
3. Identify needs associated with the maintenance and necessary upgrades of ICLEI USA's web site and all websites maintained by ICLEI USA.

D. Marketing Campaigns

1. Execute marketing campaigns and other mass email communications
2. Implement social media strategies to raise the profile of ICLEI and promote ICLEI membership, products and services across platforms, including Twitter and Facebook.

E. Other Communications & Marketing Duties

1. Maintain media list and press clip archive.
2. Track media coverage, trends and research, and identify avenues to share those stories with staff, the ICLEI network and the media.
3. Assist with membership communications needs, tracking, and outreach.

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Position Qualifications

The Communications Officer must possess knowledge and skill in effective written communications, basic technical skills related to use of online content management systems (particularly Wordpress) and databases/customer relationship management systems (Salesforce), and an understanding of local climate and energy work. A Bachelor's degree in public relations, journalism or in a field relevant to the content of ICLEI's work, such as urban or environmental planning, environmental management, or environmental policy is strongly desired; an advanced degree is preferred. Communications support directly to an elected official or local government agency is desirable.

Required skills:

- Bachelor's degree in one of the fields listed above
- Three to five years of directly relevant experience
- Demonstrated success with strategic, creative, broad-range communications
- Demonstrated success with marketing campaigns and with the development of high-quality written content
- Ability to manage multiple priority projects in a fast-paced, deadline-driven, decentralized professional environment, while maintaining a positive attitude
- Excellent analytical, organizational, and verbal communication skills
- Outstanding writing, editing and proofreading skills, with strong attention to detail
- Basic graphic design skills and/or experience with graphic design contractors
- Experience writing for the web and other new media channels, or experience writing magazine-style or newspaper articles
- Ability to distill data and information into compelling stories
- Experience communicating about local governments and/or climate and sustainability issues
- Experience working with online content management systems and/or writing/editing in HTML
- Experience/comfort working with online databases or customer relationship management systems (particularly Salesforce.com CRM)
- Ability to work under general direction with a high level of independence

Compensation

The salary range for this position is from \$50-60,000/annually with a competitive and generous benefits package included.

Location

This job is based in Oakland, CA.

To Apply

To apply, please e-mail a brief cover letter, résumé or CV that details your related experience, qualifications, and availability. Use the subject line Communications Officer Application. **Please also include a brief writing sample or samples relevant to this job announcement.**

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Email applications to:

Monica Gilchrist

monica.gilchrist@iclei.org

Subject: Communications Officer Application

Position will be filled and begin work no later than November 2015. *No phone calls please.*

ICLEI–Local Governments for Sustainability USA, is an Equal Opportunity Employer. Women, people of color, veterans, and members of other underrepresented groups are strongly encouraged to apply.