

KIDS for the BAY

COMMUNICATIONS MANAGER POSITION DESCRIPTION

Organizational Information

At KIDS for the BAY we believe that Everyone Is an Environmentalist! We deliver engaging, hands-on programs to our partner elementary schools throughout Alameda and Contra Costa Counties, especially focusing on under-resourced schools. Our programs connect school students with nature on field trips to creek, bay and ocean habitats, engage students in science learning aligned with Next Generation Science Standards in the classroom and in the outdoors, and inspire students to become active environmentalists. We provide professional development for our partner teachers to support them in integrating engaging, meaningful environmental science education into their ongoing curricula. We also run an exciting Summer Camp for children ages 5 – 11 to explore in nature, learn hands-on science and become inspired environmentalists. For more information about our mission, impact and programs, and our commitment to Diversity, Equity and Inclusion, please visit our website at www.kidsforthebay.org. KIDS for the BAY is a project of Earth Island Institute. We are now in our 29th year of operation.

KIDS for the BAY offers a friendly, supportive working environment, with excellent professional development opportunities. Our office is located in the Lorin District of Berkeley, walking distance from Ashby BART station and surrounded by popular coffee shops, restaurants and unique neighborhood stores, as well as a weekly Farmers Market.

Responsibilities

The Communications Manager will work closely with the Executive Director to manage general, funder/donor and program communications for KIDS for the BAY (KftB). They will also work closely with our program staff to collect reports, quotes and pictures of our programs in action and to tell the stories of our work. The Communications Manager will support the Executive Director in all areas of organizational development including fundraising and working with the Advisory Board. This position is a wonderful opportunity for a person committed to a career in the nonprofit sector.

General Communications:

- Visit classroom, field trip and Summer Camp sites to gather stories, quotes, pictures and videos
- Work closely with program staff to gather program reports/highlights, quotes, pictures and evaluation information
- Create annual print Newsletter and Annual Report
- Manage Mailchimp email database, create quarterly E-Newsletter and regular segmented email campaigns
- Develop and update website
- Manage social media and increase social media engagement – Facebook and Instagram
- Manage online advertising and outreach campaigns for Summer Camp and school programs.

Funder/Donor Communications:

- Prepare reports and photo documents, track receipts and prepare invoices for foundation, corporate and government funders
- Research potential new funders
- Prepare applications/proposals for assigned foundation, corporate and government funders
- Manage funder/donor CRM system, prepare donor communications and annual mailings
- Manage special events.

Office Management:

Ensure the smooth running of the KftB office including:

- Process weekly accounting and keep all accounting records
- Take inventory and order supplies
- Maintain the efficiency of all technology and office equipment
- Maintain and improve the office environment.

Qualifications and Experience

Required Experience and Qualifications:

- At least two years of program and/or communications experience, preferably in the fields of environmental education, education or environment
- Bachelor's degree
- Excellent written and oral communications skills
- Basic graphic design and social media experience
- Experience with Microsoft Office (Word, Excel, and PowerPoint), Google Suite (Gmail, Docs, Sheets, Slides, Calendar, and Forms), Publisher, database CRM systems, basic WordPress is a plus.

Required Work Traits/Skills:

- Excellent organizational skills and effective time management
- Positive, professional attitude and approach to communication
- Desire and enthusiasm to be in a leadership role within the organization and to represent the organization within the community
- Willingness to follow direction from supervisor, as well as self-direct/manage tasks independently
- Ability to multitask while maintaining attention to detail and high quality of work in order to meet deadlines in an efficient and timely manner
- Commitment to environmental education and to diversity, equity and inclusion.

Compensation

This is an 80% time position, working Monday - Thursday. Generous paid vacation and excellent health benefits are provided. The 80% time salary range is: \$32,000 - \$36,000, based on a full-time salary range of \$40,000 - \$45,000.

Application Procedures

Application Deadline: January 20, 2021 by 5 p.m.

Anticipated start date: February 15, 2021

Your application package must include a cover letter, resume and at least two references with current contact information (email and phone number).

To apply, email your application to: jobs@kidsforthebay.org with "Communications Manager position application" in the subject line.