

Job Title: Communications Coordinator

Alliance for Sustainable Colorado:

The Alliance for Sustainable Colorado (“the Alliance”) is a 501 (c)(3) non-profit organization whose mission is to transform sustainability from vision to reality. The Alliance fosters relationships and facilitates creation of common goals and agendas among nonprofits, business, government and education to develop policies and implement practices of sustainability. Please visit our website at <http://www.sustainablecolorado.org/> to explore the many projects and activities our programs support.

Position Description:

The Communications Coordinator implements the communications strategies that define the brand and voice of the Alliance for Sustainable Colorado. She/He understands the Alliance audience and how it can vary across media channels, and endeavors to speak to audience segments in the optimal tone, voice and language, focusing on growing that audience strategically. In coordination with the Director of Marketing and Communications, He/She creates and distributes communications collateral, including posting to The Alliance’s website and social media, creating and sending internal and external e-newsletters, as well as marketing and filming Alliance-sponsored events. The purpose of this position is to: 1) grow the Alliance’s external community of supporters, 2) implement and adapt the organization’s brand, and 3) to promote all of the sustainability efforts happening across the Hub and the state.

Detailed Description of Duties and Responsibilities:

1. Implementing the communications strategy annually and adapting as needed throughout the year
2. Ensuring consistency with the brand and messaging in all external materials
3. Aiding in the creation of visual collateral through the graphic design programs Photoshop, Illustrator and InDesign
4. Videoing, streaming or photographing Alliance events and other significant occurrences and being responsible for the transfer of those files to the server along with editing and exportation of the files for program projects and for documentation of Alliance work
5. Overseeing the video and graphic design equipment of the Alliance Center
6. Managing and growing the organization’s social media presence

7. Tracking metrics on all communications platforms including: Facebook, Twitter, Instagram, ASC website, & MailChimp
8. Creating and sending all internal & external e-newsletters
9. Managing all internal signage within the building to ensure brand consistency as well as updated content
10. Promote the Alliance and its projects and partners through all of the communications tools

Required Skills and Qualifications

1. Undergraduate degree in communications, film, photography, digital media, marketing, or a similar concentration.
2. Social media strategy and writing experience
3. Graphic design for business collateral and an understanding of all graphic file types
4. Website design, preferably with SquareSpace, and basic HTML familiarity
5. Experience with CRMs (preferably Salesforce) and mass emailing applications
6. Writing experience for website and newsletter copy
7. Function effectively in a fast-paced and dynamic environment; flexible to changing demands and occasional schedule irregularities during events
8. Experience working with video and photography equipment. Our organization uses a Sony 1080i HDV and the Canon 20D 8. Minor audio recording experience

Preferred Skills and Qualifications: (in-depth training is available for any missing experience):

1. Ability to set up high quality, single-camera video and photo shoots successfully and without assistance
2. Video streaming experience a plus
3. Understanding of website and social media analytics
4. Excellent organizational skills
5. Experience with Photoshop, Illustrator and InDesign for photo touch ups and graphic design
6. Experience with Premiere Pro for video footage uploads and exports
7. Understanding of utilizing and controlling a brand in external and internal communications

Expected Work Week:

40 hours per week. Can include weekends or evenings for special events or critical deadlines

Compensation:

A competitive compensation package will be offered commensurate with experience

Benefits to the successful applicant:

- Full competitive benefits package including Paid Time Off, holidays, health & dental benefits, public transportation pass, life and AD&D insurance and retirement plan, in accordance with eligibility policy
- Help make a difference with others who are passionate about sustainability
- Enhance familiarity with sustainability concerns, issues, and activities
- Expand network of sustainability organizations, donors and leaders
- Friendly, high energy, fun and healthy work environment (including dog-friendly offices)

Application Instructions:

To apply, send cover letter and resume by email to: employment@sustainablecolorado.org.

NOTE: We are a small nonprofit organization with limited resources and sincerely regret that we simply don't have the staff or capability to respond to all inquiries. Please accept our apologies for this in advance in the event we do not respond.

The Alliance for Sustainable Colorado is an equal opportunity employer and is committed to a diverse workplace, and to supporting our staff with ongoing career development opportunities.