



JOB DESCRIPTION

JOB TITLE: Communications Manager (P/T)

REPORTS TO: Executive Director

LOCATION: Valhalla, NY

Organization: The Children's Environmental Literacy Foundation's – "CEL F" – mission is to make sustainability education an integral part of every school's curricula and culture, from kindergarten through high school. Our approach is comprehensive, engaging students, teachers and administrators, parents, communities and businesses through professional development, consulting services, and experiential programs. CEL F is a small non-profit led by a team of highly-collaborative, dedicated professionals. Growing demand for our services has opened new opportunities that require creative and strategic fundraising to increase CEL F's operating capacity. This position is an exciting opportunity for engagement with a dynamic team in a rapidly evolving field addressing some of the most pressing issues of our times.

Summary: CEL F is seeking a Communications Manager who has 5+ years of communications experience, ideally in an "in-house" leadership role within a fast-growing nonprofit, and covering areas such as website content, newsletters, and donor communications.

Detailed Description: Reporting to the Executive Director, the Communications Manager will set and guide the strategy for all communications, website, and public relations messages and collateral to consistently articulate CEL F's mission. The Communications Manager will ensure that CEL F is viewed as the primary source, disseminator, and conduit of information within this diverse network and constituent base. The Director of Communications will work closely with a senior peer group within the organization as the communications partner on a variety of strategic initiatives.

The Communications Manager is responsible for executing an integrated strategic communications plan that consistently reinforces the organization's brand and messages among key audiences and enhances the organization's position as an industry leader.

The ability to take knowledge and transform it into exciting, relevant messages, and disseminate it to the right audiences through the best distribution channels is critical.

Specific Requirements and Responsibilities:

- Overall: Refine and implement the organization's strategic communications plan, manage the overall brand and messaging, and execute across relevant channels.
- Website: Ongoing web content management.
- Social Media: Follow relevant external activity and manage all CEL F accounts including Facebook, Twitter & Instagram.



- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives
- Newsletters, fundraising materials, program collateral, press releases: write and oversee production of written promotional materials – both electronic and print.
- Database management: Serve as key staff person for the maintenance of the database system with responsibility for all contacts, including program participants, prospective participants, partners, donors and prospective donors.
- Program Communications: Liaise with current and past teacher and administrative participants to track progress, obtain quotes and anecdotal stories

Qualifications:

- The position requires a motivated professional with excellent written and verbal communication skills.
- Working knowledge of MS Office, Google suite, email marketing, and all social media platforms.
- Experience with donor database management a plus.
- Photography and/or videography and editing skills a plus.
- Passion for making a difference – environmental and/or K-12 education background a plus.
- Bachelors degree; prior experience in Communications, Marketing, and/or Public Relations.

Hours: P/T, 3 days per week; flexible hours, some can be remote.

Salary: Commensurate with skills and experience.

Location: CELF Office – 200 Summit Lake Drive, Valhalla, NY

HOW TO APPLY: [KATIE@CELFEDUCATION.ORG](mailto:katie@celfeducation.org)

Email your resume and cover letter to Katie Ginsberg (katie@celfeducation.org) with “Communications Manager Application” in the “Subject” line.