



## **Communications Associate**

*April 2024*

**Position:** Communications Associate  
**Status:** Permanent, Full-Time, 40 hrs per week  
**Reports to:** Communications Director

### **About Vermont Natural Resources Council (VNRC):**

Established in 1963, Vermont Natural Resources Council is Vermont's oldest, statewide independent environmental advocacy organization. VNRC works from the grassroots to the Legislature to advance policies, programs and practices that strengthen the foundation upon which Vermont's economy thrives — vibrant communities, clean and abundant fresh water, healthy forests and wildlife, environmental justice, clean energy, a toxic-free environment, and a resilient, thriving climate future. VNRC performs this work, in part, through a strategic partnership with Vermont Conservation Voters that involves sharing staff and resources, including communications.

### **Position Overview:**

VNRC is seeking a highly motivated and talented individual to join our team as a Communications Associate. This person will play a critical role in advancing VNRC's mission by implementing strategic communications initiatives and outreach to engage with key stakeholders, members and the general public in order to amplify VNRC's impact through various channels.

### **Key Responsibilities:**

- Advance communications strategies to promote VNRC's programs (including Vermont Energy & Climate Action Network, or VECAN), initiatives, and advocacy efforts
- Create engaging content for VNRC's website, social media platforms, email newsletters, and other communication channels (including for VECAN and VNRC's partner organization Vermont Conservation Voters) to effectively communicate mission and priorities
- Oversee VNRC's resource library, both printed and electronic, to ensure files are accurate and up to date
- Act as a resource for program staff on issues related to design and content, and collaborate with staff to produce compelling stories, blog posts, articles, and other written materials that highlight VNRC's work and mission

- Assist in managing VNRC's social media channels by producing and scheduling regular content, conducting social listening, and engaging with VNRC members and partner organizations
- Support media outreach efforts, including drafting press releases and tracking media coverage related to VNRC's program and policy work
- Assist in organizing and promoting public events and webinars
- Monitor and analyze communication metrics to assess the effectiveness of VNRC's communication strategies and make recommendations for improvement

**Minimum Qualifications:**

- 1-2 years of experience in content creation, social media, environmental issues, and/or communicating policy issues;
- Ability to work with diverse audiences and stakeholders;
- Excellent writing, editing, and proofreading skills, with the ability to distill complex environmental issues into simple, clear and compelling narratives;
- Experience with handling social media and graphic creation for an organization;
- Knowledge of Canva, EveryAction, WordPress, Wave.Video, or similar platforms;
- Demonstrated ability to work collaboratively in a fast-paced environment, juggling multiple projects and deadlines with attention to detail;
- Passion for environmental conservation and VNRC's mission and values, including a commitment to advancing environmental justice.

**Preferred Qualifications:**

- A bachelor's degree from an accredited college or university in communications or a related field is desirable, although VNRC recognizes that formal education is not the only pathway to gaining relevant experience. We invite candidates with any combination of academic, professional, and life experience who can demonstrate outstanding ability to perform the key responsibilities of this position;
- Experience with environmental policy communications;
- Knowledge of Vermont's environmental policy landscape;
- Familiarity with Vermont's statewide and local media outlets.

**Salary & Benefits:**

- The starting salary range for this position is between \$43,000 and \$47,000, plus a generous benefits package that includes:
  - An \$18,000 annual stipend that may be used for pre-tax benefits (e.g., health care) or taken as salary;
  - 18 days of vacation with less than three years of service/24 days after three years, two personal days, 12 paid holidays, and sick time;

- After 6 months of service, opportunity to contribute to a SIMPLE IRA retirement plan with up to 3% employer match;
- Flexible and hybrid work schedule.

Please send a single PDF document with your resume, a cover letter, and a work sample of your previous graphics/design work and/or a writing sample to [aconnizzo@vnrc.org](mailto:aconnizzo@vnrc.org) with the subject line "COMMUNICATIONS ASSOCIATE." All submissions will be treated confidentially. The deadline to apply is May 10, 2024, but applications will be reviewed on a rolling basis.

**Equal Opportunity Employer:**

VNRC is an Equal Opportunity Employer and strongly encourages applications from candidates whose identities have been historically underrepresented in the environmental movement, including people who identify as Black, Indigenous, Hispanic or Latino, Asian or Pacific Islander, or people of color; people from marginalized economic backgrounds; and people living with disabilities.