

EARTHSHARE NORTH CAROLINA 2019

POSITION: Outreach and Engagement Director

ORGANIZATION: EarthShare North Carolina

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LOCATION: 331 West Main St, Suite 505, Durham NC 27701



ABOUT EARTHSHARE NORTH CAROLINA

At EarthShare NC you will be part of a creative and dynamic organization that is forging new ground to strengthen the conservation movement. Our unique niche is at the intersection of business and non-profits where we partner with businesses to make a positive impact on the environment through employee giving and engagement programs. We connect their employees with the work of our Member nonprofits who are experts in their fields, working on conservation issues critical to NC's health, economy, and quality of life, including clean air and drinking water, land preservation, healthy rivers and streams, places for recreation, wildlife protection, local farms and food, and preservation of all the natural resources that make NC special.

ABOUT WORKING AT EARTHSHARE NC

EarthShare NC is all about relationships. We are a coalition of twenty-seven NC based nonprofits, fifteen Board Members and a network of corporate and community relationships coordinated by a small, mission-driven staff of three. We have clear lines of responsibility while also working in a very integrated and dynamic style, leveraging the collective experiences and expertise of all of our staff members to continuously make the organization a stronger force for conservation.

SUMMARY OF JOB DESCRIPTION

The Outreach and Engagement Director will be a critical player on our team, taking the lead role to maximize the value we create for Member nonprofits through workplace partnerships. They will implement innovative strategies to engage employees in the work of EarthShare NC Members based on trends in the field of workplace giving, corporate social responsibility, and employee engagement. They will use communications strategies as a key tactic to deepen engagement with all EarthShare NC audiences.

Responsibilities Include:

Marketing, Communications and Social Media - 25%

- Lead the Communications Committee
- Develop and implement communications plan as a key strategy to support Workplace Giving Campaigns and Corporate Engagement goals, including a strong social media strategy
- Manage and produce digital content for regular communications to target audiences, including social media, E-Newsletter, and WordPress website
- Develop print and electronic materials for grant proposals, special events, and meetings with Corporate Partners

- Develop internal communications plan for staff, Members, and Board to effectively and consistently communicate EarthShare NC's key messages

Workplace Giving Campaigns - 30%

- Develop workplace giving campaign program strategies that meet goals for increased giving and engagement with Member nonprofits
- Implement workplace giving campaign program, including cultivating relationships with workplace coordinators to promote best practices for communicating about the campaign, educating employees on the work of our Member nonprofits, and giving
- Manage local government and private sector campaign contracts where EarthShare NC provides campaign administration support to the workplace:
 - o provide training and coordination with workplace volunteers where needed
 - o manage the Give @ The Office online giving site, and
 - o manage campaign pledge processing
- Distribute Donor Names to Member nonprofits.

Corporate Engagement Programs – 30%

- Work with Executive Director to develop plans to connect corporate interest in the environment with meeting the needs of our Members.
- Implement the Annual Corporate Earth Day Events Program with the Executive Director and Operations Director.
- Develop Green Team Roundtable strategy with the support of the Executive Director and coordinate quarterly meetings of Roundtable.
- Implement Corporate Membership activities with companies such as the sustainability challenge mobile app, year-round volunteer engagement, and education.
- Develop strategy with Operations Director for tracking and facilitating increased corporate volunteerism with Member nonprofits.

EarthShare NC Member Organization Relationships - 15%

- Coordinate with Executive Director to develop bi-annual Participation Plans with EarthShare NC's twenty-seven Members. Planning is used to understand how individual Members benefit and want to take part in activities of the coalition
- Understand the needs of Member nonprofits to support the evolution of programs
- Design and conduct Annual Meeting with Executive Director and Operations Director

Key Features:

- Full Time
- Start Date: July 8, 2019
- Salary: \$38,500 - \$40,500 commensurate with experience + strong benefits package
- Location: Durham; Travel is required within NC to support corporate and nonprofit Members.

Candidate Qualifications:

- Three years of experience in communications, program planning, relationship building, environmental nonprofit work or fundraising required
- Proven ability to foster a culture of teamwork and collaboration
- Excellent organization and time/project management skills
- Excellent written and verbal communication skills

- Persuasive public speaking with different audiences
- Proven experience developing Social Media campaigns
- Proficient in Adobe Design Premium CS3 including Illustrator and Photoshop, or other graphic design software
- Strong using Microsoft Suite
- Proficient with website management using WordPress
- Enjoys dynamic work environment
- Recognition of NC's diverse population and commitment to developing approaches that encourage equity in EarthShare NC activities
- Clear understanding of the value of the environmental nonprofit community
- Interest in growing with the organization

How to Apply

Send cover letter, resume and 3 professional references to Brian Nealon, Operations Manager, brian@earthsharenc.org

Applications will be reviewed as they are received.