



NCEL

National Caucus of
Environmental Legislators

Job Title: Digital Coordinator

Supervisor: Communications Director

Hours Worked: 40+ hours per week

Location: Remote with occasional travel

Overview:

NCEL is the premier organization for environmental state legislators. We coordinate a nonpartisan network of over 1,300 legislators to protect, conserve, and improve the natural and human environment. By joining NCEL you will be a crucial part of building the bench of environmental state champions. We believe that the key to advancing sound policy in the states is well-informed legislators who can advocate on behalf of the environment, develop shared strategies, and collaborate with their peers across the country on shared learning and action.

As the Digital Coordinator, you will help advance NCEL's mission and highlight innovative state policies for legislators, federal entities, and external partners. You will work across the organization with a passionate and dedicated team and a network of state legislative leaders. NCEL prioritizes equity and environmental justice in all of our work. This position helps integrate environmental justice and equity into external communications including graphics, videos, and web content.

The Digital Coordinator will be a creative and skilled content creator focused on translating legislator efforts and successes into engaging graphics, videos, and publications. They will manage NCEL's social media accounts and support program communications across the organization.

You could be NCEL's next Digital Coordinator if the following description fits you:

- a self-starter with a strong work ethic who enjoys outreach and collaboration.
- enjoy graphic design, writing and editing, and analyzing analytics for trends.
- gifted storyteller who can work with diverse partners and communities
- have a passion for environmental policy.
- highly skilled in verbal, written, and visual communication.

Essential Functions of the Job:

The essential functions of the Digital Coordinator include, but are not necessarily limited to, the following job duties:

Graphics and Content Creation

- Design and produce NCEL publications including annual reports, briefing books, fact sheets, one-pagers, and event flyers.
- Create graphics and videos for social media, issue areas, events, and end-of-year highlights.
- Oversee NCEL'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 creation.
- Ensure all digital content is consistent with NCEL's branding and style.
- Maintain NCEL Flickr account to ensure up-to-date photos are available.

Digital - Social Media, Email, Website

- Write regular social media content, email updates, blogs, web posts, and press releases to uplift NCEL materials/projects and the work of environmentally-minded state legislators.
- Manage all of NCEL's social media channels by producing and scheduling regular content, conducting social listening, and engaging with NCEL members and partner organizations.
- Format and schedule regular emails including NCEL alerts, policy spotlights, and newsletters.
- Produce social media toolkits to be shared with legislators and partner organizations to help amplify relevant events and projects.
- Assist with website updates and content entry.
- Compile and analyze analytics on a monthly basis for social media, email, and website.

Program Communications

- Support NCEL's practice on racial equity and environmental justice, and advancing inclusion for historically underrepresented perspectives.
- Highlight member successes and their stories through the website, social, and media.
- Work with program staff and the Communications Director on the implementation of communication grant deliverables.
- Stay in regular contact with program staff about environmental legislation and newsworthy amplification on NCEL's website and social media.
- Take photos and videos at NCEL events.
- Draft op-eds and sample statements for legislators and NCEL.

Minimum Qualifications:

- 2 - 3 years of experience in content creation, social media, environmental issues, and/or communicating policy issues.
- Ability to work with diverse audiences and stakeholders.
- Ability and willingness to travel to events across the country.
- Strong writing skills and the ability to convey complex information in simple terms.
- Experience with managing social media and graphic creation for an organization.
- Knowledge of Canva, Adobe Creative Cloud, Animoto, WordPress, or similar platforms.
- Experience in Google applications and basic database management.
- Strong time management skills and attention to detail.
- Ability to work independently and within a team setting as well as work remotely with colleagues in other states is critical.

Preferred Qualifications:

- A minimum of a bachelor's degree at an accredited college or university.
- Experience making short informational videos with Animoto, Canva, or Adobe Premiere.
- Experience making graphics on a quick turnaround.
- Experience with environmental policy as well as communications is preferred.

Working Conditions:

This position is fully remote and full-time at 40 hours/week. The candidate can expect to travel up to 2-3 times per year in addition to NCEL's week-long Forum conference in the summer.

Occasionally longer days that can include travel and working into the evening to attend or host events can also be expected.

Salary:

The salary for this position is \$60,000. NCEL also offers a generous benefits package including:

- 401(k) with employer contributions
- Employer-paid health, dental, and vision insurance
- Paid time off, vacation days, sick days, and holidays
- Monthly tech stipend

To Apply:

Please send a single PDF document with your resume, a cover letter, and a work sample of your previous graphics/design work to taylor@ncelenviro.org with the subject line "2024 DIGITAL COORDINATOR". All submissions will be treated confidentially. **The deadline to apply is March 22, but applications will be reviewed on a rolling basis.**

Non-Discrimination Policy:

NCEL is committed to hiring and retaining a diverse workforce and strongly encourages applications from groups that have been historically underrepresented, including but not limited to women and people of color. NCEL makes hiring decisions without regard to gender, race, color, religion, sex, sexual orientation, national origin, age, veteran status, disability, or any other protected class. NCEL does not lobby for or against any state or federal legislation. NCEL requires proof of COVID-19 vaccination as a condition of employment. Medical and religious exemptions can be considered with documentation.

NCEL is committed to the full inclusion of all qualified individuals. In keeping with our commitment, NCEL will take steps to ensure that people with disabilities are provided reasonable accommodations. Accordingly, if reasonable accommodation is required to fully participate in the job application or interview process, to perform the essential functions of the position, and/or to receive all other benefits and privileges of employment, please contact Tess Madden at 202.922.5597 or tess@ncelenviro.org.