



Communications and Policy Coordinator

About Us

Green Schoolyards America seeks to transform asphalt-covered school grounds into park-like green spaces that improve children's well-being, learning, and play while contributing to the ecological health and resilience of our cities. We are working to change the norm for school ground design, use, and management so that all children will have access to the natural world in the places they already visit on a daily basis.

Our programs support the living school ground movement, build relationships that help it succeed, and work to embed this perspective in our existing institutions and policy and regulatory frameworks. We are an organization that works primarily through the written word and professional presentation of ideas. Our work includes materials such as books, articles, webpages, newsletters, policy guidance, and more.

Who We're Looking For

We're looking for an experienced, but early-career professional with excellent writing and editing skills to support Green Schoolyards America's communications and policy initiatives. Our ideal candidate will have experience writing in a variety of professional styles for different types of public communications such as social media, websites, articles, slide decks, and newsletters, and for different types of audiences. They will also be familiar with writing more formal language used for policy briefs, letters to government policy makers, and grant applications. We're looking for someone who loves to write, excels at editing, and is excited to craft language and public messages that further Green Schoolyards America's mission, vision, and goals.

Responsibilities

Public Communications (70%)

- Support communications strategies to advance our mission, vision, and organizational goals
- Implement and monitor strategic communications and social media campaigns that will further our programmatic, policy, and fundraising objectives
- Create communications collateral and content across all communications platforms
- Act as a "second reader" on work written by GSA colleagues, and help to review and edit a wide variety of content
- Prepare and disseminate articles and newsletters; ensure content adheres to our current brand guidelines and communications standards
- Update and maintain newsletter database and distribution lists

- Define key performance indicators for each communications channel which will indicate our campaigns' level of success and track statistics on our communications platforms; prepare reports to share with staff and leadership
- Establish communications protocols and document best practices to ensure their use for future communications strategies and campaigns
- Develop and manage communications calendar for organization
- Support media kit development for current campaigns
- Review and edit fundraising materials such as grant applications and materials
- Reach out to influencers, media, and beyond to arrange story placement on a state, national, and international levels

Policy Communications (30%)

- Research and review current education and infrastructure policy information and briefs related to schools, schoolyards, climate resilience, etc. as needed
- Keep key staff informed of policy language and any updates to that language
- Develop new, mission-aligned policy language
- Draft letters to government agencies, in collaboration with Green Schoolyards America's directors

Qualifications

We require a person who is:

- passionate for engaging in environmental, education, and health-related issues
- a results-driven achiever and flexible contributor with strong planning, tracking, and organizational skills
- self-motivated to complete work in a timely manner with minimal oversight
- analytical, a problem solver, and a critical thinker

We desire a person who also has the following:

- Superior written and verbal communications skills; excellent grasp of grammar; ability to write creative and engaging content for a variety of intended audiences
- An attention to detail with excellent proofreading and copyediting skills
- Interest in public policy creation and development; familiarity with policy language writing styles
- Experience using MS Office and Google Apps
- Proficiency in email marketing campaigns using MailChimp
- Proficiency in social media platforms
- Proficiency in (or has the ability and interest in learning) Adobe Suite; particularly InDesign, Photoshop, Lightroom, and Acrobat
- Knowledge of SquareSpace
- Translation skills; particularly from English into Spanish

Compensation

This position is full-time and has full health benefits through Green Schoolyards America's fiscal sponsor, Earth Island Institute (EII). The Communications and Policy Coordinator will be an employee of EII. EII also provides a generous number of days off (vacation, sick leave) and paid holidays. This position is fully remote and work will be conducted from the employee's home office, so the employee can be based anywhere in the U.S. with a strong internet connection. Most of our team is based in California, so it is important to us that the employee be able to overlap with core hours of at least a 10 am - 4 pm PST work day, to allow collaboration between team members. Compensation is based on experience and will be adjusted according to the cost of living where the employee is located.

Classification: This is a full-time, salaried position beginning as soon as possible.
Time commitment: 40 hours of work per week (100% time)
Salary Range: \$45,000 - \$55,000/year.

Earth Island does not unlawfully discriminate against employees or applicants because of race, color, religion, religious creed, sex (including pregnancy, breastfeeding, childbirth, or related medical conditions), national origin, ancestry, age, marital status, physical disability, mental disability, medical condition, genetic information, gender, gender identity, gender expression, sexual orientation, military and veteran status, or any other basis protected by state or federal laws, local law, or ordinance.

Apply

If you are interested in being considered for this position, please email your cover letter, resume, and three brief writing samples of different types to rachel@greenschoolyards.org. This position is open until filled.