Job Description: VAIPL Communications and Education Coordinator

Purpose: To lead Virginia Interfaith Power and Light (VAIPL), the environment program of the Virginia Interfaith Center for Public Policy, work to educate and engage faith leaders and congregations on the issues of climate change, environmental justice, and civic engagement. VAIPL is a regional affiliate of the national organization Interfaith Power & Light.

Accountability: The position is directly accountable to the VAIPL Director.

Responsibilities: The person will:

Create education and organizing resources. The person will:
- Manage the development, distribution, and maintenance of all print and electronic resources including, including but not limited to, newsletters, brochures, annual reports, e-newsletters, and VAIPL’s website.
- Develop educational resources aimed at congregations.
- Tap volunteers to assist in creating resources.

Engage members in advocacy and action. The person will:
- Coordinate and assist with organizing online engagement with constituent faith communities including meetings, workshops, and training conferences, at sites around the state.
- Use petition and actions to reach new people.
- Draft e-alerts and actions that engage members.
- Track and measure the level of engagement within the network over time assisting with grant reports.
- Track responses and figure out how to get the best open rates and activity rates.
- Use social media to enhance the advocacy work.
- Follow the news and propose ways to grow the list.
- Ensure that folks can easily sign-up and that the information syncs with the database.
- Be well versed in using the database.

Manage the website and social media. The person will:
- Create and maintain online content that engages constituents.
- Drive traffic to the website and Facebook page and get folks to sign up.
- Coordinate webpage maintenance—ensure that new and consistent information (article links, stories, photos, and events) is posted regularly.
- Write pieces needed for the website and recruit others to write.
- Make the website a dynamic resource for the network.
Develop clear messages and brands. The person will:
- Make sure VAIPL’s materials and publications look professional.
- Develop key messages for each priority campaign.
- Coordinate with VICPP Communication’s Director to standardize styles and looks.

Generate media coverage of the Center’s work. The person will:
- Develop, implement, and evaluate the annual communications plan for the environmental work.
- Assist with and develop guidance materials for digital and print media such as letters to the editor, press releases and op-eds.
- Work with the VICPP communications director to maintain a good media list.
- Pitch stories to reporters.
- Write press releases.
- Draft opeds.

Other. The person will:
- Help with tasks for the Day for All People, Annual Celebration and other organization-wide events.
- Assist with the upkeep of the PowerBase database
- Miscellaneous duties as needed

Evaluation: The position will be evaluated based on this job description, annual goals and objectives and other tasks accomplished.

Salary, Benefits, Expectations: The Communications and Education Coordinator position is a full-time exempt position (at least 40 hours/week) with flexible scheduling. Occasional weekends and evenings required. This position is dependent on grant funding and based in Richmond, but all staff are working remotely during the pandemic. Starting salary of 40,000 per year. Benefits include paid vacation, paid holidays, and paid sick days, healthcare, dental and includes retirement after six months.

Knowledge, Skills, and Qualifications:
- Excellent written and oral communication skills (Required)
- Graphic design experience (Required)
- Significant experience and track record with: (Required)
  - communications (emails, earned media, outreach),
  - social media,
  - database management (VAIPL uses PowerBase),
  - website management (VAIPL uses WordPress), and
  - community organizing and advocacy
- Passion for caring for the environment and working in the interfaith community. (Required)
• B.A./B.S. degree in Communications, Environmental Studies, Political Science, Religious Studies, or a closely related field. (Preferred)
• Have experience as an active leader in a religious or faith community — with or without seminary training — and/or have passion for faith-based activism (Preferred)
• Passion for and experience working with communities of color, low-income communities, and other communities most impacted by climate change (Preferred)
• Have technical knowledge of environmental topics like environmental justice, climate change, energy efficiency, etc. (Preferred)

To Apply:

Please forward a cover letter, three professional references, and resume to fharris@vaipl.org with “Faith Community Outreach Coordinator” in the subject line and include where you heard about the position.