



Virginia Interfaith Power & Light
P.O. Box 26059
Richmond, VA 23260
804-505-4624 • contactus@vaipl.org
www.vaipl.org

Job Description: Communications Coordinator

Purpose: To help coordinate the communications work of Virginia Interfaith Power and Light (VAIPL) as a member of the VAIPL team. VAIPL is a regional affiliate of the national organization Interfaith Power & Light. Virginia Interfaith Power & Light collaborates among people of faith and conscience to grow healthy communities by advancing climate and environmental justice.

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

Responsibilities:

Ensure external communications. The person will:

- Develop, implement, and evaluate the annual communications plan
- Manage the development, distribution, and maintenance of print and electronic media, including but not limited to newsletters, brochures, the annual report, and e-newsletters.
- Create, and write copy for social media posts and frame content for different platforms based on audience and tone, as well as maintain online content that engages constituents on social media
- Coordinate webpage maintenance—ensure that new and consistent information (article links, stories, photos, and events) is posted regularly.
- Provide digital communications materials and support
- Coordinate with partners to build and amplify strategic moments through our networks and the broader climate movement
- Assist with and develop training materials for electronic and print media, such as letters to the editor, press releases, and op-eds
- Track, measure, and amplify the level of online engagement
- Coordinate and assist with organizing online engagement with constituent faith communities, including meetings, workshops, media outreach, and training conferences
- Lead coordination to ensure data collection and the PowerBase database is updated
- Build relationships with press contacts
- Other duties as needed

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

Knowledge, Skills, and Qualifications:

- Excellent written and oral communication skills (Required)
- Graphic design experience (Required)
- Significant experience and track record (1-2 years) with: (Preferred)
 - communications (emails, earned media, outreach),
 - social media,



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- o database management (VAIPL uses PowerBase),
- o website management (VAIPL uses WordPress), and
- Passion for caring for the environment and working in the interfaith community. (Required)
- Comfortable engaging all faith traditions (Required)
- B.A./B.S. degree in Communications, Environmental Studies, 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 a 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)

Salary, Benefits, and Expectations:

The Digital Communications Coordinator position is full-time, exempt (at least 40 hours/week). Availability to work weekends and evenings is required. This position is dependent on grant funding and based in Richmond. Annual starting salary of \$45,000-50K. Benefits include paid vacation, paid holidays, sick days, healthcare, dental, and retirement after the probationary period.

To Apply:

Please fill out the short form at: <https://forms.gle/4GmDr9vw921JwheL7> and forward a cover letter, three professional references, a writing sample, and a resume to fharris@vaipl.org with “Communications Coordinator” in the subject line and include where you heard about the position. Applications will be accepted until February 28, 2023.

P.S. Want to connect with the good, green work we’re doing every day? “Like” us on Facebook ([facebook.com/VAIPL](https://www.facebook.com/VAIPL)) and follow us on Twitter (twitter.com/vaipl).