



**Virginia Interfaith Power & Light**  
PO Box 26059  
Richmond, VA 23260  
804-920-3761 • fharris@vaipl.org  
[www.vaipl.org](http://www.vaipl.org)

### **Job Description: VAIPL Communications Coordinator - Part Time**

**Purpose:** To assist Virginia Interfaith Power and Light (VAIPL) 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 but not limited to newsletters, brochures, annual reports, e-newsletters, and VAIPL's website.
- Develop educational resources aimed at congregations.

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 petitions 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.
- Track responses and determine how to get the best open 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 quickly sign up and that the information syncs with 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 several social media platforms to increase followers.
- Keep the VAIPL website updated and engaging.
- Write pieces needed for the website and recruit others to write.
- Make the website a dynamic resource for various audiences.

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 VAIPL staff to ensure consistent messaging across various mediums.

Generate media coverage of VAIPL's work. The person will:

- Assist with and develop guidance materials for digital and print media, such as letters to the editor, press releases and op-eds.
- Maintain and update the media list.
- Pitch stories to reporters.
- Write press releases.
- Draft Op-Eds.

Other Duties as Assigned but Not Limited to. 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 assigned

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



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**Salary and Work Expectations:** The Communications Coordinator position is part-time (up to 24 hours/week) with flexible scheduling. Frequent work and travel on weekends and evenings are required. This position is dependent on grant funding and is based in Richmond. Telework or remote work is not available for this position. The starting salary is USD \$25 per hour.

**Knowledge, Skills, and Qualifications:**

- Passion for and experience working with communities of color, low-income communities, and other communities most impacted by climate change (Required)
- 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)
- 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 and have a passion for faith-based activism (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 a resume to [fharris@vaipl.org](mailto:fharris@vaipl.org) with “Faith Community Outreach Coordinator” in the subject line and include where you heard about the position.