



Environmental Volunteers

ENVIRONMENTAL VOLUNTEERS - JOB ANNOUNCEMENT

Open Position: Marketing and Communications Manager

At Environmental Volunteers, we inspire people of all ages to learn about the wonders of the natural world. We train volunteers to lead hands-on science and nature programs in schools, community organizations, and at the EcoCenter in the Palo Alto Baylands Nature Preserve.

An essential member of the Environmental Volunteers' team, the Marketing and Communications Manager leads the marketing and communications efforts for the organization with particular emphasis on supporting volunteer recruitment.

Marketing and Communications Manager understands and effectively leverages all marketing channels including digital and social media, print, visual media, and public/media relations. They are a key leader in implementing EV's commitment to inclusive engagement of diverse communities including communities of color.

The position is based at either the EcoCenter in the Palo Alto Baylands or the South Bay office in Santa Clara, with either a hybrid or fully in-person schedule.

Primary Responsibilities:

- **Support Volunteer Recruitment Communications:** Work with the volunteer department to develop and carry out the volunteer recruitment plan, including gathering stories, quotes, and photographs for marketing materials and developing audiences of potential volunteers.
- **Program and Community Outreach:** Build awareness of all programmatic offerings from the EV and support outreach at tabling events.
- **Digital Marketing:** Maintain a vibrant website and social media presence.
- **General Communication and Collateral:** Oversee the development of print and electronic communications including working with photographers and graphic designers.
- **Equity and Inclusion:** Review all communication materials to ensure they support messages of inclusion and representation.

See the formal [Marketing and Communications Manager Job Description](#) to see a detailed list of responsibilities.

We are looking for:

- A strong oral and written communicator.
- A self-sufficient leader with the ability to prioritize, manage multiple tasks and responsibilities, and meet deadlines.
- A creative problem solver and a collaborative, supportive team member.
- A flexible person who is adaptable to unexpected changes.

Qualifications:

- Adequate transportation to work sites. Note that while we support the use of non-car-based transportation, the EcoCenter and many off-site locations are not conveniently located to public transportation.
- Computer literacy, and willingness to learn new computer programs. We use Apple computers, Google's GSuite (supplemented by MS Office), Salesforce, Monday. This position also works often with Wordpress, Mail Chimp, Hootsuite, and others.
- Demonstrated experience with marketing and communications strategies and tactics including audience development; digital, print, and in-person communication; data metrics.
- Demonstrated experience with project management. This position manages many tasks that require the coordination of multiple pieces at once.
- Demonstrated experience managing websites and social media understanding how to take advantage of the unique features of each platform.
- Experience with graphic design, particularly in the context of designing visually engaging social media campaigns or similar content where it is much more efficient to develop it in house.

The following items are highly desirable but can taught on the job if necessary:

- Experience working with volunteers or working as a volunteer as this is a primary focus of communications in this position.
- Understanding of concepts and issues related to equity and inclusion.

About the Environmental Volunteers

Since 1972, the Environmental Volunteers (EV) has been sharing the wonders of environmental science with youth, sparking their interest in lifelong learning through discovery of the natural world. Our mission is to promote understanding of, and responsibility for, the environment through hands-on science education. We fulfill our mission in three primary ways: a school-based program that reaches over 10,000 students annually; a college-volunteer led program called Sprout Up; a nature center in the Palo Alto Baylands; and community outreach programs. EV is a volunteer-based organization. Our 100+ volunteers conduct almost all of our programming. The EcoCenter, our headquarters located in the Palo Alto Baylands Nature Preserve, is a new community resource for environmental education and a place that inspires a love of nature and stewardship. We are now growing across the country with EV Sprout Up chapters at UC Santa Barbara, UC Davis, Cal Poly, UCLA, Columbia University /Barnard College, and New York University.

Our organizational values include:

The Passion of our Volunteers – We believe that nature is awesome, everywhere and for all. We develop and empower future stewards of nature. Passion for the experience of volunteering continues to spread, inspiring remarkable contributions from our volunteer leaders, staff, partners, and the rest of the EV community.

Collaboration – Internally, we are a highly collaborative and mutually-supportive team. Externally, we are committed to mutual trust and respect with our partners. We resolve differences when they may emerge with respect and civility.

Integrity – Our success and reputation depend on our integrity as an organization. Therefore we use consistent, reliable decision-making to guide our efforts. We apply common sense and good judgment to our work, and recognize our essential responsibility to use contributions and resources.

Learning – We believe that learning and curiosity are at the core of everything we do.

Stewardship and Philanthropy – We could not achieve our mission without the generosity, commitment and philanthropic support of our volunteers and donors who share these values.

Diversity, Equity, and Inclusion – EV acknowledges systemic racism and other social injustices and their impact on the EV community. We have begun the journey of understanding racism and injustice and their impacts on people of color and others. We are committed to making change within our organization and to supporting change within the EV community towards a more just and equitable future.

EV has recently updated our strategic plan.

Typical Working Conditions and Travel

1. The position is based at either the EcoCenter in the Palo Alto Baylands or the South Bay office in Santa Clara, with either a hybrid or fully in-person schedule.
2. The position will also require episodic travel to field trip sites and schools throughout the Bay Area.
3. This position generally works M-F with occasional evenings and weekends, usually associated with events.

Salary and Benefits

The salary range for this position begins at \$70,000/year. Benefits include paid holidays, vacation, sick time, and health, dental, vision, life and long-term disability. 403(b) plan, eligible for employer contribution after one year of employment.

Equality Statement

Equal Opportunity Employer. EV provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran, in accordance with applicable federal, state and local laws.

EV complies with all applicable state and local laws governing non-discrimination in employment. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Instructions to apply

Submit a cover letter AND resume in PDF format to: Search@EVols.org

Cover letters help to give us a sense of your communication skills, especially in writing. In addition, we want to get a better sense of how you see your work experience preparing you for a position in a small environmental education nonprofit.

In the subject line, please reference your last name, followed by "Marketing and Communications Manager"

All interested individuals, including black, indigenous people, and people of color; women; and LGBTQ+ persons are encouraged to apply.

Information including a detailed job description can also be found at:
<http://www.evols.org/opportunities>
