

EARTHSHARE NORTH CAROLINA 2017

POSITION: Outreach and Engagement Director

ORGANIZATION: EarthShare North Carolina

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LOCATION: 331 West Main St, Suite 505, Durham NC 27701

DATE ADVERTISED: July 20, 2017

DEADLINE: August 11th, applications will be reviewed as they are received

ABOUT EARTHSHARE NC

At EarthShare NC you will be part of a creative and dynamic organization that is forging new ground to strengthen the conservation movement. Our unique niche is at the intersection of business and non-profits where we partner with businesses to make a positive impact on the environment through employee giving and engagement programs. We connect their employees with the work of our Member nonprofits who are experts in their fields, working on conservation issues critical to NC's health, economy, and quality of life, including clean air and drinking water, land preservation, healthy rivers and streams, places for recreation, wildlife protection, local farms and food, and preservation of all the natural resources that make NC special.

ABOUT WORKING AT EARTHSHARE NC

EarthShare NC is all about relationships. We are a coalition of thirty Member nonprofits, fifteen board Members and a network of corporate and community relationships coordinated by a small, mission-driven staff of three. We have clear lines of responsibility while also working in a very integrated and dynamic style, leveraging the collective experiences and expertise of all of our staff members to continuously make the organization a stronger force for conservation.

SUMMARY OF JOB DESCRIPTION

The Outreach and Engagement Director will be a critical player on our team, taking the lead role to maximize the value we create for Member nonprofits through workplace partnerships. They will develop and implement innovative strategies to engage employees in the work of EarthShare NC Members based on trends in the field of workplace giving, corporate social responsibility and employee engagement. They will use communications strategies as a key tactic to deepen engagement with all EarthShare NC audiences.

Responsibilities Include:

Campaign Management - 30%

- Develop workplace campaign strategies with the Executive Director to increase funds raised for Member nonprofits
- Implement workplace giving campaign plans, providing materials, communications and speakers

- Manage local government and private sector campaign contracts, providing training and coordination for combined campaigns that EarthShare NC administers

Cultivate Workplace Partner Relationships - 15%

- Understand goals of individual Workplace Partners related to corporate social responsibility, employee engagement and partnership with EarthShare NC
- Provide support responsive to Workplace Partner goals
- Build relationships to encourage multiple and reinforcing connections to EarthShare NC programs, and foster best practices to make the partnership rewarding for employees and beneficial to ESNC Member nonprofits

Employee Engagement with Member Nonprofits - 15%

- Understand how we can strengthen Members by connecting individuals to their organizations
- Develop programs that increase awareness and engagement with the work of our Members
- Implement the Annual Corporate Earth Day Events Program with the Executive Director; taking the lead on the Corporate Challenge

Marketing, Communications and Social Media - 30%

- Develop and implement communications plan as a key strategy to support Campaign, Relationship Building and Engagement goals, including a strong social media strategy
- Produce print and electronic communications to target audiences through social media, print, website, e-newsletter
- Develop internal communications plan for staff, Members and Board to effectively and consistently communicate EarthShare NC's key messages

EarthShare NC Member Organization and Board Relationships - 10%

- Coordinate with Executive Director to develop bi-annual work plans with EarthShare NC's thirty Members. Plans define how each Member participates in the growth of the coalition
- Lead the Communications Committee and support the Corporate Engagement Committee
- Design and Conduct Annual Member training to support annual strategy

Key Features:

- ☐ Full Time
- ☐ Start Date: September 2017
- ☐ Salary: \$38,500 - \$40,500 commensurate with experience + strong benefits package
- ☐ Location: Durham; Some travel is required, with a focus on the Triangle, Triad, and Charlotte

Candidate Qualifications:

- ☐ Three years of experience in communications, program planning, relationship building, environmental nonprofit work or fundraising required
- ☐ Proven ability to foster a culture of teamwork and collaboration
- ☐ Enjoys dynamic work environment
- ☐ Excellent organization and time/project management skills
- ☐ Excellent written and verbal communication skills
- ☐ Persuasive public speaking with different audiences
- ☐ Experience with Social Media strategies
- ☐ Proficient in Adobe Design Premium CS3 including Illustrator, Photoshop, and Dreamweaver
- ☐ Strong computer experience: Word, Excel, PowerPoint, Publisher, Access

- ☐ Experience working with Word Press
- ☐ Recognition of NC's diverse population and commitment to developing approaches that encourage diversity in ESNC activities
- ☐ Clear understanding of the value of the environmental nonprofit community
- ☐ Interest in growing with the organization

How to Apply

Send cover letter, resume and 3 professional references to Brian Nealon, Operations Manager,
brian@earthsharenc.org