



Community Engagement Manager Job Description (8/16/2021)

Organization: Bedford 2030 is a 501(c)3 that addresses the urgent issue of climate change through the reduction of greenhouse gas emissions and preservation of natural resources. Since 2010, we have engaged and inspired our community, in Bedford and beyond, to be a part of this movement. Campaigns, tools and programs that drive action combined with clear communication, effective partnerships, deep community engagement and inclusivity are essential to our success. Last fall we relaunched our organization (formerly Bedford 2020) with a new name, new look, and new goal to reduce greenhouse gas emissions by 80% by 2030. We are building a strong, highly-motivated team to achieve our mission for Climate Action Now

Role: The Community Engagement Manager will develop and implement the organization's communication and engagement strategy; serve as Bedford 2030's primary point-of entry community contact; and track/advance our engagement efforts.

Principal Responsibilities: Working closely with Executive Director, Program Managers and other stakeholders, the Community Engagement Manager will:

Develop and implement the organization's communication strategy

- Develop yearly and overarching communication/engagement action plan with input from Executive Director and Program Managers
- Manage and execute internal/external program communications
- Create and execute messaging via website, social media, e-newsletters, PR and media efforts

Cultivate relationships with community members, volunteers and participants

- Serve as initial point of contact for public events, email, phone, tabling
- Manage and execute engagement activities such as film series, workshops, conferences, meetings, presentations, etc.
- Recruit and manage volunteers for events and projects.

Track the impact of our engagement efforts

- Collect and analyze data/metrics related to communications and marketing and periodically prepare reports and make recommendations
- Track and support our goal to bring people in (i.e. attendees, program participants volunteers, etc.) and increase their involvement/participation
- Maintain email and general contact database
- Manage and archive organization's outreach materials:
 - Maintain organization's photo and video libraries
 - Coordinate photography and videography at events and activities
 - Maintain media clippings

Keep current with trends and information in nonprofit communications, marketing and engagement strategies

Education:

Bachelor's degree with 2-3 years relevant experience.

Relevant Experience and Demonstrated Ability to:

- Communicate effectively with a wide variety of audiences
- Design compelling outreach and marketing materials both digitally and in print
- Manage outside contractors (graphic designer, printer, for example)
- Plan and execute events
- Write articles, blogs, press releases
- Engage community members/stakeholders and cultivate strong relationships
- Work with data entry and database reports
- Curate social media content for organization or entity
- Report on analytics and effectiveness of outreach and program strategies
- Manage volunteers and interns
- Drive projects to conclusion with little direct support
- Meet goals on a tight schedule, preferably in a nonprofit environment

Personal Skills/Attributes:

- Excellent communicator, both orally and in writing
- Self-starter with a high energy level, a strong work ethic and the proven ability to multitask
- Strategic and creative thinker
- Efficient, highly organized person
- Able to prioritize and manage multiple projects at the same time
- Team player and collaborator who works comfortably with people at all levels of government, business, the not-for-profit world and the general community.
- Able to learn about and communicate challenging environmental problems and solutions to a variety of constituents.
- Willing and able to be participate in events on evenings and weekends

Qualifications/Competencies:

- Experience in communication and marketing
- Demonstrated proficiency in web-based communication platforms
- Proficiency with marketing tools such as online newsletter applications (Constant Contact), Google applications, social media management tools, and Canva or other graphic design tools
- Standard management and data management skills
- Demonstrated ability to forge and maintain relationships with internal and external stakeholders
- Fluency in Spanish is a plus
- Committed to and have a passion for protecting the environment and value the importance of reducing greenhouse gas emissions for the health and wellbeing of our community and our world.

Location: Some in person office hours are required. Work-from-home is encouraged. Bedford 2030 office is located in St. Luke's Parish house (68 Bedford Road) in Katonah, in the Town of Bedford, NY.

Compensation: Starts at \$50,000 plus health benefits. Compensation will be commensurate with the skill set of the candidate.

To apply: Please submit a resume and a cover letter to our Google Form (<http://bit.ly/CEManagerApp>) no later than September 13, 2021. Applications will be reviewed on a rolling basis.

Application instructions can also be found at <https://bedford2030.org/community-engagement-manager>. If you have any trouble, please email info@bedford2030.org.