

Communications Associate Director Job Description

ReThink Energy Florida (REF) is a 501c3 non-profit dedicated to engaging, educating and empowering Floridians to take action to achieve a just transition to clean energy for a more sustainable environment through youth education, adult outreach and community organizing.

The Communications Associate Director is a 20-hour per week position at ReThink Energy Florida, managing our communications team so that the organization can continue to grow and deliver its mission effectively.

Reporting directly to the Executive Director, the Communications Associate Director serves as a liaison for the communications team to the other directors and associate directors; serves as a mentor and immediate supervisor to the intern team, organizes and coordinates external communications, including social media. The ideal individual will have the ability to exercise good judgment in a diversity of situations, with strong written and verbal communication, administrative, and organizational skills, and the ability to maintain a realistic balance among multiple priorities. The ideal candidate is interested in staying and growing with the organization.

Tasks:

- Works very closely with the other associate directors to communicate ReThink's activities, campaigns, and news to the public on an ongoing basis
- Mentors and trains (or refers for training) Communications Coordinators and Webmaster
- Works with leadership to develop and manage implementation of Marketing and Communications Plan
- With coordinators, keeps website up to date
- With Communication Coordinator, develops creative and informative email every week and monthly newsletter
- Manages blog posts
- Makes use of ReThink Energy YouTube channel, facebook, linkedin, instagram, TikTok and twitter
- Ensures Media Advisories and press releases, are developed, released, and followed-up on as appropriate
- Monitors and evaluate campaign performance and participation
- Mentors Communications Coordinators and assists in evaluation of performance at end of semester

Qualifications:

- Well organized, excellent communication and time management skills
- Proven ability to meet deadlines
- Ability to function well in a high-paced environment
- High degree of professionalism in dealing with diverse groups of people, including Board members, senior executives, staff, community leaders, donors, and funded partners.
- Make appropriate, informed decisions regarding priorities and available time.
- Strong ability to execute work with a diversity, equity, and inclusion lens.
- Commitment to excellence - perform duties at the highest level possible on a consistent basis.
- Excellent communicator - able to interact with people of all levels in a confident, professional manner.

- Team player - have team-oriented experience and approach.
- Experience working with young adults preferred.
- Passionate about our mission and working knowledge of Environmental, Energy, and Climate Change issues
- Must have: Excellent written and oral communication skills: interpersonal, print, electronic, web and social media
- Must have: Experience with Wordpress or other web design product, Google Suite and Google Calendars
- Preferred 1-3 years experience in a communications team
- Preferred 1-3 years experience mentoring and/or supervising

The Communications Associate Director is a 20 hour per week position. REF has an office in Tallahassee. During COVID, the position is remote, and while the position has the option of remaining remote as the pandemic ends, there is a strong preference for a candidate with roots in Tallahassee. If the successful candidate remains remote, a location based in Florida is strongly preferred. Some travel (15%) when safe, and some nights and weekends may be required.

The position pays \$16/hour with quarterly reviews and an annual review for salary increase. Paid sick leave, holidays, and time off included.

How to apply

REF is an equal opportunity employer and values diversity at our organization. We do not discriminate based on race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.

REF is committed to a diverse and inclusive workplace and welcomes candidates of diverse backgrounds and experience to apply, including people of color, women, LGBTQIA+, people with disabilities, and those with a non-traditional education.

Interested applicants should submit a resume and cover letter to Kim Ross at admin@rethinkenergyflorida.org with Subject Line 'Communications Associate Director'.