



IRONBOUND COMMUNITY CORPORATION
Job Description Form

Program Name:	Environmental Justice & Community Development	
Job Location:	317 Elm Street, Newark, NJ 07105	
Job Title:	Frontlines Communications Manager	
Reports to:	Maria Lopez-Nunez	Title: Deputy Director of Organizing & Advocacy

Hours:	FLSA Status	Type of position:	Other comments:
	<input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Nonexempt	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Consultant/Contractor <input type="checkbox"/> Part-time <input type="checkbox"/> Intern	

JOB DUTIES

The Ironbound Community Corporation (ICC) is a 50-year nonprofit organization whose mission is to engage and empower individuals, families and groups in realizing their aspirations and, together, work to create a just, vibrant and sustainable community. ICC strives to address the needs of our diverse, multi-lingual, multi-cultural community. Today, ICC serves more than 1,000 children and families every day with a wide range of programs and services. ICC also strengthens communities through advocacy, neighborhood organizing, and community development initiatives.

The Environmental Justice and Community Development (EJCD) arm of ICC engages in organizing and advocacy at the local, municipal, state and national levels, addressing issues related to environment, climate, goods movement, housing and displacement, green space, infrastructure, community planning and development, community land trusts, urban agriculture and more.

Over the next two years, we aim to build a powerful communications team that can both drive short-term results and shift the larger narrative landscape for climate justice. As the Frontline Communications Manager, you'll develop messaging and communications strategies, tell our stories online, on-line and in the press, in rapid-response, annual campaigns, and to build long-term infrastructure for impact.

The ideal candidate is a strong writer, strategic thinker, and has some organizing experience with or on behalf of frontline, grassroots communities and social justice movements. You have experience driving communications that integrate earned and social media, email, SMS, art, design, and video. You can balance urgent needs and longer-term goals, keep multiple projects moving, and collaborate with partners both inside and outside the organization. The Frontline Communications Manager reports to Deputy Director of Organizing & Advocacy and is a member of the Environmental Justice & Community Development team. The Frontline Communications Manager is responsible for the development and execution of communications that promote and influence narrative shifts in climate change, climate justice and increases organizational visibility within the community and with key decision makers in government and philanthropy. A key role is to break through the media and ensure our communities who are most affected by the climate crisis (along with our solutions) are seen as experts while also amplifying our campaigns and programmatic successes through multiple mediums and channels.

This role is highly collaborative with success determined by both a creative and operational capacity to plan, organize and implement aligned, consistent, quality internal/external communications to all key audiences. The Frontline Communications Manager will have a deep understanding and analysis of the climate justice movement, and develop a knowledge of our organization's communications needs and strengths to inform a robust communications plan that helps us achieve mission impact, grow our influence and funding, and advance movement narratives for a just transition to a

regenerative economy. This position has dedicated funding for two-years and is an active participant in the Communicating Our Power Fellowship.

The best candidate will also have a strong relationship with Newark, and an ability to work with flexibility, and compassion.

ROLES AND RESPONSIBILITIES

Organizational and Programmatic Communications

- With support through the *Communicating Our Power* fellowship program and in partnership with our team, develop a comprehensive communications plan aligned with organizational strategic priorities that both advances the mission and vision of Ironbound Community, raises the profile and visibility of the work, and amplifies the organization's stories and campaigns in earned and creative media that expands your reach with key audiences.
- Team-wide copywriting, proofreading, editing, and preparation of all print communications.
- Write and develop content tailored to the specific medium and audience requirements (e.g., scripts, storyboards, press releases, talking points, etc.) and manage the process to deliver on all aspects of creative content development (e.g., research, cross-functional teams, approvals, etc.); manage vendors and partnerships that grow the organization's capacity to achieve narrative and communications goals.
- Produce creative, effective visual materials, including content that tells compelling stories about the work, to influence various stakeholders including policy-makers, funders, other organizations in the climate movement, and media outlets
- Build relationships with key reporters, bloggers, artists and allies; pitch stories, provide original op-eds, presentations and proposals for optimum advocacy and rapid response across all platforms, including digital and earned media, publications, and events.
- Oversee execution of all communications tactics, including earned media and collateral; social media, websites, and email channels; online giving and community messaging; etc.
- Assist with graphic design activities and messaging for projects, including donor development across print, web and other mediums as needed
- Develop and maintain an editorial calendar to support consistent content and aligned narratives across campaigns, channels, and communications
- Ensure all communications help grow ICC's brand with cohesive visuals and storylines

Movement Narratives and Collaboration

- Participate in the *Communicating Our Power* fellowship program and integrate learnings into our core strategies and long-term infrastructure so your position helps to build the organization's communications capacity, contributes to shared movement narrative strategies, and contributes to growing power and influence for climate justice solutions at scale.
- Coordinate with the Deputy Director and Environmental Justice & Community Development team to develop projects that move the dominant messages around climate; enlist internal and external stakeholders to inform, execute, and learn from these narrative projects.
- Work with the Deputy Director and your *Communicating Our Power* advisor to build strategic partnerships and access additional resources to support local communications goals.
- Develop a thorough understanding of the Just Transition framework and cultivate strategies to advance aligned movement narratives in the most impactful way. Learn from other *Communicating Our Power* fellows and trainers and contribute your own insights to grow a peer network of frontline Communications Directors and Managers across our movement.
- Establish and maintain a system to document and share learnings from the *Communicating Our Power* fellowship across your organization and with members as relevant.

JOB SPECIFICATIONS OR QUALIFICATIONS, SPECIAL WORKING CONDITIONS

- 3-7 years or more experience in organizational or campaign communications, PR, production and editorial writing
- Commitment and demonstrated practice to racial, gender, economic and climate justice
- Preferred but not required BA in related field or equivalent work experience in communications, advocacy and social justice organizing
- Creative thinker. Experience managing creative employee/community/partner engagement programs
- Confident and mature communicator. Strong written, oral communication, and presentation skills including newsletters, social content, and internal presentations
- Excellent writer and strong storyteller with the ability to create compelling, clear and concise, narratives in support of our mission and our movement
- Exceptional attention to detail and ability to effectively multi-task in a deadline driven environment; flexible in meeting deadlines and urgent requests; clear about capacity needs and boundaries
- Excellent project management skills; able to prioritize between numerous high-stakes projects and responsibilities
- A thorough understanding of the work being advanced in the climate justice arena, including Just Transition and regenerative economy movements.
- Demonstrate an understanding and passion for how race, gender, class, and intersectionality impact social change
- The ability to self-start in a high performing, creative environment and engage collaboratively as a member of a diverse team; Proven ability to work independently, as well as in close coordination with a dynamic team
- Preferred experience using data and metrics to measure impact, actively learn, and determine improvements
- Skilled in Google suite, Microsoft Word, Excel, PowerPoint, and Office

This is a full-time, exempt position. We are a hybrid in-person/virtual team primarily located in Newark, NJ. This position will be expected to travel (with COVID-care) approximately 10% of the time. The salary range for this position is \$50-70,000 per year plus benefits.

ICC is an Equal Opportunity Employer and is committed to further building and maintaining a staff that reflects the full range and diversity of our community. We are looking for a diverse applicant pool and strongly encourage women of color, persons with disabilities, immigrants, members of the LGBTQ community, and people from low-income and working class backgrounds to apply.

If interested, please send a resume and cover letter to ironboundjustice@ironboundcc.org with the subject line “Frontline Communications Manager”