



PODER is seeking a strategic and experienced storyteller to lead our narrative and communications work, amplify the voices of our community, and drive transformative narrative and communications efforts for environmental and climate justice.

Who We Are

Founded in 1991, People Organizing to Demand Environmental and Economic Rights (PODER), has organized with low-income Latinx immigrant families to create local solutions to the environmental and economic inequities faced by residents of San Francisco's Mission, Excelsior and other southeast San Francisco neighborhoods. PODER's mission is to organize with Latino immigrant families and youth to put into practice people-powered solutions that are locally based, community led and environmentally just. We nurture everyday people's leadership, regenerate culture, and build community power.

Title: Communications Organizer / Communicating Our Power Fellow

Job Description:

Over the next two years, we aim to strengthen our communications capacity to both drive short-term results and shift the larger narrative landscape for climate justice. As the Communications Organizer, you will develop messaging and communications strategies, tell our stories on-line, on-land and in the press, in rapid response, annual campaigns, and to build long-term infrastructure for impact. The Communications Organizer will receive orientation to PODER strategies and receive support through the fellowship.

The ideal candidate is a strong writer and 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, online actions, 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 Communications Organizer reports to the Organization's Director. The Communications Organizer is responsible for the development and execution of communications that promote and influence narrative shifts in 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's disinterest or dominant narratives and ensure our communities who are most affected by the climate crisis (and by our solutions) are seen as experts while also amplifying our campaigns and programmatic successes through multiple mediums and channels.

The role is highly collaborative and will require strong organizational and planning skills. The Communications Organizer will be supported by a 2-year fellowship with *Communicating Our Power*. Although prior experience working in the climate justice movement is appreciated, the fellowship will deepen the Communications Organizer's understanding and analysis of the statewide and global movement for climate justice. The Organizer will be trained in PODER's goals and strategies to inform a robust, 5 year communications plan that: 1.) increases material benefits for low-income, Latinx San Franciscans; 2.) achieves PODER's funding goals; 3.) contributes to a statewide and global just transition off of fossil fuels to a regenerative economy.

Responsibilities:

Organizational and Programmatic Communications

- With support through the *Communicating Our Power* fellowship program and in partnership with the Organizational Director, develop a comprehensive communications plan aligned with existing organizational strategic priorities. The plan should advance the mission and vision of PODER, raises the profile and visibility of the organization, engage PODER's membership base, and amplify the organization's stories and campaigns in earned and creative media that expands our reach to key audiences.
- Organization-wide copywriting, proofreading, editing, and preparation of all print and social media communications.
- Write and develop content tailored to the specific medium and audience requirements (e.g., scripts, storyboards, press releases, talking point, etc.), as needed.
- Manage the processes 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 PODER's work to influence various stakeholders including policy-makers, funders, PODER's members, 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, in collaboration with key staff, 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, campaigns and membership activities/events, including donor development across print, web, and other mediums as needed.
- Develop and maintain an organization-wide editorial calendar to support consistent content and aligned narratives across campaigns and projects, channels, and communications.
- Ensure all communications help grow PODER's brand with cohesive visuals and storylines.

Movement Narratives and Collaboration

- Participate in *Communicating Our Power* fellowship program and integrate learnings into PODER's core strategies and long-term infrastructure to build PODER's internal and external communications capacity, contribute to shared movement narrative strategies, and contribute to growing power and influence for climate justice solutions at scale.
- Coordinate with the Organizational Director and campaign/program lead staff 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 Organizational Director and our *Communicating Our Power* advisor to build strategic partnerships and access additional resources to support PODER's 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 Communication Organizers and Managers across our movement.
- Establish and maintain a system to document and share learnings from the *Communicating Our Power* fellowship across PODER and with members as relevant.
- Participate in co-learning cohorts of local, regional and statewide alliances in order to learn of similar campaigns and strategies, share resources and collaborate with PODER's key movement allies.

Qualifications

- 2 years required, 3-5 years or more experience preferred in organizational or campaign communications, public relations, digital organizing, or production and editorial writing.
- Commitment to and demonstrated practice of racial, gender, economic, climate and environmental justice.
- Creative thinker.
- Confident and mature communicator. Strong written, oral communication, editing, 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 PODER's mission and our movement.
- Exceptional attention to detail and ability to effectively prioritize multiple tasks and projects at once in a deadline-driven, shifting environment; clear about capacity, needs, and boundaries.
- Excellent interpersonal communication including in a remote work environment.
- Demonstrate an understanding and passion for how race, gender, class and intersectionality impact social change.
- The ability to self-start in a creative environment and engage collaboratively as a member of a high performing team; proven ability to work independently as well as in close collaboration with a dynamic team.
- Persistence, good follow-up, and a relationship-building orientation.

- Skilled in Google suite, Microsoft Office (Word, Excel, PowerPoint), Canva, Photoshop, InDesign, Illustrator or similar programs and CiviCRM platform. Strong computer skills; ease with new technology and apps.
- Preferred but not required: BA in related field or equivalent work experience in communications, advocacy and/or social justice organizing.
- Bilingual fluency (written and oral) in both English and Spanish is strongly preferred but not required.
- A preferred understanding of the work being advanced in the climate and environmental justice arena, including Just Transition and regenerative and solidarity economy movements.
- Preferred experience using data and metrics to measure impact, actively learn, and determine improvements.
- Familiarity with the San Francisco Bay Area is preferred.

This is a full-time, exempt position. We are a hybrid in-person and virtual team located in San Francisco, CA. This position will be expected to travel (with COVID-care considerations) approximately 10% of the time. The salary range for this position is \$60,000 - \$65,000 per year plus generous benefits, including comprehensive healthcare, a 403(b) retirement plan, a flexible spending account and confidential counseling. PODER, a project of the Tides Center, is an equal opportunity employer. We strongly encourage applications from women, people of color, and bilingual and bicultural individuals, as well as members of the lesbian, gay, bisexual, and transgender communities. Applicants shall not be discriminated against because of race, religion, sex, national origin, ethnicity, age, disability, political affiliation, sexual orientation, gender identity, color, marital status, or medical condition including acquired immune deficiency syndrome (AIDS) and AIDS-related conditions. Also, pursuant to the San Francisco Fair Chance Ordinance, we encourage and will consider for employment qualified applicants with arrest and conviction records.

Please submit a single PDF with your cover letter, resume, two graphic design samples (include a description of the context and which elements you created from scratch), and a writing sample to newhire@podersf.org with "Communications Organizer/ Communicating Our Power Fellow" in the subject line no later than February 4, 2022 for consideration. The position is available until filled.