



## Communications Assistant

DC Greens, a non-profit organization that uses the levers of food education, food access, and food policy to advance food justice and health equity in the nation's capital, is

currently seeking a **Communications Assistant**.

The Communications Assistant will be responsible for supporting the development and execution of a comprehensive communications, marketing and public relations strategy for the organization. All communications should be designed to support and promote DC Greens and its community of partners and funders, as well as geared toward increasing the organization's visibility and impact. This position reports to the Communications Manager and will work closely with program staff and community partners.

You are an ideal candidate if you have expansive digital communications experience, clear writing skills, and are highly organized. If you are able to work effectively and efficiently both independently and in collaboration with DC Greens staff members and external partners. If you have a passion for social justice, an eye towards analyzing communications with a racial equity lens, and the ability to articulate DC Greens' commitment to racial equity across different communication platforms, this position is for you.

### Essential Job Requirements

#### General Communications

- Support Communications Manager and coordinate with program staff to develop necessary physical collateral for programs, including flyers, postcards, and brochures
- Provide ad hoc updates to existing collateral across programs as needed
- Collaborate with Communications Manager and Community Engagement Team to increase communications and build deeper relationships with communities impacted by food insecurity
- Support Communications Manager with drafting media advisories, press releases, and contacting press
- Lead the distribution of print materials to appropriate staff

#### Fundraising

- Support Communications Manager and Development Director on fundraising communications throughout the year
- Provide design and marketing support for fundraising events
- Independently communicate with internal network (including Board of Directors, Leadership Council, and Community Advocates) to provide updates on DC Greens
- Support Communications Manager in ensuring all fundraising communications embed racial equity and adhere to organizational language and image guides

#### Digital Communications

- Coordinate with program teams to maintain DC Greens Instagram, Twitter, Facebook, and LinkedIn and program social media channels (i.e. Produce Plus & Rooting DC)
- Design engaging graphics on food security topics for use on social media
- Support Communications Manager in developing and implementing digital campaigns for ongoing policy initiatives
- Draft and distribute DC Greens Newsletters across various DC Greens networks
- Update key performance metrics for social media channels and update metrics tracking templates
- Update and maintain all websites operated by the organization

## **Qualifications**

### Required

- Demonstrated commitment to the vision and mission of DC Greens' work
- Demonstrated commitment to racial justice and equity
- Clear oral and written communication skills with experience drafting messages to a diverse group of stakeholders
- Demonstrated experience developing digital communications (website, newsletter, etc)
- Understanding of how to apply a racial equity lens to nonprofit communications
- Experience with Instagram, Twitter, Facebook, and LinkedIn
- Outstanding attention to detail
- Ability to work both collaboratively and independently, depending on the situation

### Preferred

- 3 years professional experience
- Experience with Mailchimp, Squarespace, Canva, and Adobe Creative Suite
- Familiarity with DC food access organizations and programs
- Resident of Washington, DC or surrounding area
- Ability to travel around DC to support creation of photos and videos
- Proficiency in Spanish, Mandarin, Cantonese, or Amharic

## **Salary & Benefits**

This is a regular, full-time (40 hours/week) salary, exempt position. The salary range for this position is \$58,650 to \$63,900 commensurate with experience. There is a generous benefits package (medical/dental/vision, disability/life insurance, 25 days PTO, employer match on retirement contributions after 1 year, flexible schedule). Due to the current pandemic all employees are currently working remotely but being physically present in the work space will be a requirement in the future.

## **How to Apply**

If interested, email a cover letter and resume to [hire@dcgreens.org](mailto:hire@dcgreens.org). In your cover letter provide an answer in 250 words or less to the following prompt : What is your personal and professional lived experience with the communities with whom we work?

Please put "Communications Assistant" in the subject line and save your cover letter and resume as a single attachment labeled "LAST NAME, FIRST NAME\_Application."

**Applications will be accepted on the rolling basis with priority given to applicants that apply by March 22, 2021, 11:59 pm EST.** Anticipated start date is May 3, 2021.

*DC Greens is an equal opportunity employer. **We strongly encourage** and seek applications from people of color, bilingual and bicultural individuals, people who have experienced poverty, women, and 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 status. Reasonable accommodation will be made so that qualified disabled applicants may participate in the application process. Please advise in writing of special needs at the time of application.*