



307 Fourth Avenue, Suite 700 · Pittsburgh, PA 15222

**August 4, 2021**

**Position Title**

Communications Manager

**Location**

Sustainable Pittsburgh's office at 307 Fourth Ave., Suite 700, Pittsburgh, PA; Some remote work possible.

**Reporting To**

Director of Communications

**Who we are and what we stand for**

Sustainable Pittsburgh is a 501(c)3 nonprofit organization and a trusted convener, having worked for over 20 years with decision-makers at hundreds of the region's businesses, nonprofits, and local governments. We focus on systems change, with a comprehensive approach encompassing social equity, environmental stewardship, and economic prosperity. Our mission is to empower decision-making that builds a fundamentally equitable, resilient, healthy, and prosperous region.

Through our programs, events, and initiatives, we help regional decision-makers find and implement high-impact ways to build fundamentally sustainable organizations and communities, to make best practices into standard practice. We envision a thriving region where stakeholders are connected, sustainability knowledge is shared and applied, and all people can succeed.

We are a dynamic team of dedicated professionals. Through collaboration and open-mindedness, and with credibility and resourcefulness, we are making a difference for a better region and world. We hope you will join us.

**Our vision on diversity and inclusion**

Wherever you're from, whatever your background, we need you! At Sustainable Pittsburgh, we believe inclusion and diversity are key to our success. By fully leveraging our diverse experiences, backgrounds, and insights, we inspire innovation, shape a new narrative, and create better outcomes for our partners and the communities we serve.

At Sustainable Pittsburgh, making inclusion and diversity a competitive advantage is front and center for us. Currently, 79% of the team identify as women and 23% identify as racial or ethnic minority. Sustainable Pittsburgh's Board comprises 69% identifying as women and 46% identifying as racial or ethnic minority.

*"It is central to our mission that Sustainable Pittsburgh be an organization that works for and resonates with all the communities in the greater Pittsburgh region. I hope that you will join me as we work to ensure a more sustainable future for all."* - Joylette Portlock, Executive Director

**What does it take to be a successful communications manager at Sustainable Pittsburgh?**

The successful Communications Manager will develop and execute targeted communications plans that elevate Sustainable Pittsburgh's work, incorporating graphic design and strategic marketing across multiple channels and ensuring consistent alignment with the values and brand of the organization.



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As Communications Manager, you will be responsible for ensuring the output of high quality communications, identifying strategic marketing and fundraising opportunities, and keeping senior leadership informed of trends, insights and campaign performance.

While you will work closely with Sustainable Pittsburgh's Director of Communications and Projects and Events Coordinator in this position, you will also work with and develop trusted relationships with all Sustainable Pittsburgh team members, agency partners, and other vendors.

### **Principal Functions**

- In collaboration with the Director of Communications, execution of the Sustainable Pittsburgh communications plan, to include:
  - develop and manage event marketing plans, which will include elements of graphic design, content creation/editing, and plan execution across multiple channels
  - work with Programs Team to identify effective strategies for sharing tools and resources with new and existing audiences
  - manage editorial calendar; contribute tailored content and produce timely newsletter releases
  - design materials consistent with Sustainable Pittsburgh branding guidance
  - ensure content on Sustainable Pittsburgh web properties is up to date and relevant
  - manage social media presence
  - coordinate production and review of marketing collateral
  - media outreach as needed
  - other marketing/communications tasks as needed
- Work with Director of Communications and senior leadership to develop and implement donor communications strategies focused on growing current and prospective donors
- Manage fulfillment of sponsorship benefits and support fulfillment of membership benefits
- Data gathering and analysis of trends/insights related to Sustainable Pittsburgh's engagement with its audiences using digital analytics and other sources
- Represent Sustainable Pittsburgh at virtual and in-person events, including tabling opportunities
- Engagement in professional development opportunities to grow expertise and network within the field of communications and/or marketing

### **Qualifications**

**EDUCATION & EXPERIENCE:** College degree or equivalent experience in marketing, communications, journalism or related field. Minimum of five years' relevant work experience.

#### **KNOWLEDGE, SKILLS, ABILITIES:**

- Computer, office equipment, and mobile communications skills needed with proficiency in Google Workspace, Microsoft Office, desktop publishing (Illustrator or InDesign preferred), and web design/maintenance (e.g. WordPress). Experience with Salesforce desirable.
- Experience using email marketing tools such as Mailchimp or Constant Contact
- Social media management experience for nonprofits or other brands
- Proficiency with Google Analytics and similar tools
- Excellent oral and written communication skills.
- Must have strong attention to detail, a friendly demeanor, and strong organization skills.
- Strong collaborative and interpersonal skills.
- Demonstrated experience writing for different target audiences, e.g. professional audience vs a consumer audience
- Skilled with designing, copywriting, editing, and working with designers, printers, photographers, and videographers.



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- Self-starter; ability to work independently, prioritize and manage multiple tasks, meet multiple deadlines.
- Familiarity with principles and practice of sustainability.

**PHYSICAL REQUIREMENTS:**

While performing the duties of this job the employee is regularly required to use hands to finger, handle, or feel; reach with hands and arms; balance; and talk or hear. The vision requirements include: close vision, distance vision, peripheral vision, depth perception and ability to adjust focus. An employee in this position is exposed to conditions relative to a typical office environment, including ambient room temperatures, moderate noise levels, fluorescent lighting and traditional office equipment. Employee will be expected to be able to use personal and/or public transportation. Occasionally, the employee should expect moderate levels of travel within the greater Pittsburgh region.

**Salary and Benefits**

This full time, exempt position offers a salary range between \$49,000 and \$51,000 based on experience, and a benefits package, including medical/dental/vision.

**Application Information**

Position will be open until filled. To apply, please submit your cover letter and resume as a single .pdf document with filename "CommunicationsManager-YOURLASTNAME."

Attach to an email and send with the subject line "CommunicationsManager-YOURLASTNAME" to [careers@sustainablepittsburgh.org](mailto:careers@sustainablepittsburgh.org).

After submitting the resume and cover letter, applicants will be required to complete an additional written assignment within 7 days.

**Equal Employment Opportunity Statement:**

It is the policy of Sustainable Pittsburgh to provide equal employment opportunity (EEO) to all persons regardless of age, color, national origin, citizenship status, physical or mental disability, race, religion, creed, gender, sex, sexual orientation, gender identity and/or expression, genetic information, marital status, political affiliation, status with regard to public assistance, veteran status, or any other characteristic protected by federal, state, or local law.