Job Description: Global Communications Director

Location: Remote, Global
Type: Full Time
Starting date: September 1, 2023
Department: Communications Team
Min. Experience: 5 years
Application deadline: June 23, 2023

About GreenFaith:

GreenFaith is the world’s only international, multifaith, grassroots environmental and climate justice organization. We have a long history of working with diverse religious and spiritual communities, educating about the moral and sacred basis for protecting the environment, and mobilizing religious and spiritual communities on environmental and climate justice campaigns. GreenFaith currently has team members in Kenya, Tanzania, and Uganda; Indonesia and Japan; Brazil; France and Germany, and the United States, and volunteers in more than 40 countries.

Mission:

Because the Earth and all people are sacred and at risk, GreenFaith is building a global, multi-faith climate and environment movement. We bring together people of different religions and create local GreenFaith Circles to transform ourselves, our spiritual institutions, and society in order to protect the planet and create a compassionate, loving, and just world.

Opportunity:

GreenFaith seeks to hire a Global Communications Director to develop a strategy for and manage our communications and digital presence and activities across all of GreenFaith's work. This person will report directly to the Executive Director and collaborate with GreenFaith director-level staff and regional/national coordinators to create and implement a globally-unified, regionally/nationally differentiated communications and digital strategy and identity with measurable goals. The ideal candidate will have played a leadership role in communications for a progressive, international nonprofit organization, and will, ideally, have experience with religiously-based communication. S/he will have experience creating and running digital activist and engagement campaigns, have the proven ability to work from a global perspective, and will have experience managing and growing audiences and engagement on social media platforms.
**Responsibilities:**

**Communications responsibilities:**

- Manage media relations globally and oversee media engagement in all regions, amplifying GreenFaith's work and message.
- Direct press strategy, including staging of press conferences, rallies, and other earned media events; coordinating and conducting interviews; pitching stories, writing articles and press releases and responding to media inquiries; and supporting GreenFaith's global communications team to do the same across the globe.
- Manage digital and communications contractors.
- Develop and maintain relationships with media contacts and outlets.
- Collaborate with GreenFaith's fundraising team to build narratives and stories for program/campaign participants and funders; contribute ideas and text for donor solicitations/reports.

**Digital responsibilities:**

- Work with GreenFaith's global staff and partners to develop and implement vibrant and cohesive digital strategies and tactics that increase the size and impact of GreenFaith's community, develop a compelling and consistent GreenFaith voice across different regions, and build digital skills among team members and volunteers.
- Ensure maintenance of GreenFaith's databases in Action Network and Salesforce, ensuring proper tagging and list management protocols consistent with GDPR and data privacy laws.
- Lead in crafting our digital engagement pipeline and setting up the relevant digital organizing tools to accomplish our organizing and campaigning goals.
- With Digital Manager, oversee strategies for all social media platforms, websites and online communications for GreenFaith and ensure best practices are followed.
- Work with representatives of social and digital media platforms to track best practices; identify new digital tools/branding/messaging resources and techniques.
- Track and analyze digital metrics, identify key lessons, and implement changes, including through Action Network tags and Google analytics.
- Oversee development of all GreenFaith print and digital collateral.

**Leadership responsibilities:**

- Advance racial/ethnic and gender equity and respect for all religions.
- Coordinate with partners and movement allies to amplify strategic moments digitally.
- Create a strong team identity for GreenFaith's regional/national-level digital and communications contractors and staff.
- Direct internal communications for GreenFaith, including regular staff emails and crisis communication.
Required Skills and Qualifications:

The ideal candidate will have the following skills and qualifications:

Strategy:

- 5+ years experience in digital organizing, public interest advocacy, campaigning, faith-based communications or equivalent experience in social movements/political campaigns.
- Ability to develop strategy at global and regionally differentiated levels and to manage people and resources to implement the strategy.
- Experience crafting a global media strategy.
- Experience crafting rapid-response public statements, press releases, digital responses to current events.

Technical:

- Experience with Action Network, Wordpress, Control Shift Labs, Slack, Asana, social media platforms and at least one graphic design software suite (e.g. Adobe, Canva, etc.).
- Experience writing, targeting, testing, and segmenting emails for different audiences and managing a global email list.
- Experience organizing digital actions such as call-in days, petitions and email actions, on corporate and/or government targets; providing communications and digital support for distributed mobilizations.
- Experience building out distributed organizing teams and systems that can engage thousands of volunteers through Slack or any other online platforms.
- Experience developing and populating digital communities on Twitter, Facebook, Instagram, LinkedIn.
- Experience training staff and volunteers in digital best practices.

Interpersonal:

- Excellent English written skills and ability to convey GreenFaith's message and lift up the stories of grassroots leaders through email and social postings.
- Well organized, able to manage multiple projects at once without sacrificing quality.
- A resilient and flexible team player, excellent management skills with a high level of intercultural competency.
- Experience with intersectional advocacy work on issues of race, class, and gender.
- Ability to work flexible hours (including some evenings and weekends).

Desired Skills and Qualifications:

- Knowledge of and dedication to climate justice
- Knowledge of and dedication to interfaith efforts
- Public speaking experience
- Graphic design, peer-to-peer SMS and video production skills
- Fluency in English, with proficiency in Spanish, French, German, Swahili, or Indonesian
Salary and Benefits:

- Salary range is $80,000-$84,000 USD, depending on experience.
- 4 weeks vacation. In addition, the organization's offices are closed during the final week of December.
- Medical, vision and dental coverage
- Partial reimbursement for cell phone and internet.
- 4% employer contribution to a qualified retirement plan

To apply:

Please fill out this application form by June 23, 2023. If you have some but not all of these qualifications, we encourage you to apply. Successful candidates will be invited to a first round of interviews followed by a second round of interviews. The finalists will carry out a small number of tasks or skills tests as a final step of the selection process.

GreenFaith strongly encourages applicants from diverse backgrounds and identities to apply for this position. We do not discriminate against applicants or employees because of race, color, religion, national origin, sex, age, citizenship status, disability status, genetic information, sexual orientation, or gender identity or expression of an otherwise qualified individual, or membership in any other class protected by applicable law. GreenFaith hires and promotes individuals on the basis of their qualifications for the job to be filled.