Communications & Program Manager Position Description

Youth Outside centers the voices and leadership of communities that have been disenfranchised by the environmental movement. We shift resources to, and build power with, Black, Indigenous, and communities of color to advance systems change. We work to build a more equitable and racially just outdoor and environmental movement because the health of all people and our planet demands it.

Youth Outside is an organization committed to advancing racial equity and inclusion in the outdoors. At this pivotal moment, we are launching a new grantmaking program that prioritizes supporting organizations and programs led by and serving Black, Indigenous, and communities of color.

At Youth Outside, we know firsthand the disproportionate impact environmental injustices have had on communities of color, and we know that through deeply-rooted community relationships, we can continue to play an integral role in creating greater racial equity within the environmental field. This program will help historically under-funded organizations and programs build power and impact by offering financial support, capacity-building resources, and networking opportunities.

We have received initial funding for the program and are poised to launch our first cohort of grantees this year. We are looking for a Communications & Program Manager to lead our efforts around the launch of the program, recruitment of the inaugural cohort, and management of the program moving forward. This position will collaborate with the broader team and report directly to the Senior Program Manager.

Core Responsibilities: Communications (60% of time)

● Implement communications tactics and strategy as outlined in the program launch communications plan, including grantee recruitment strategies, funder outreach strategies, and more.
● Manage external communications related to the ongoing activities of the program. Develop and/or support the development of a wide range of materials, including reports, case studies, news releases, board updates, press kit documents, fact sheets, presentations, blog posts, and other collateral as needed highlighting the grantees, the communities they are engaging, and the impact they are having.
● Work with the Communications Manager to create, curate, post, and maintain content (text and visuals) on our website and various social media and online platforms. Our social media channels currently include Facebook, Twitter, Instagram, and LinkedIn.
● Identify and develop relationships with media and community partners to find opportunities to promote this program’s initiative and Youth Outside’s overall mission to key audiences: potential grantees, funders, outdoor industry, and the movement at large.
● Coordinate media requests and follow-up while serving as the secondary media contact (behind CEO and Director of Programs) as needed.
● Assist with other external and internal communications duties as needed.

Core Responsibilities: Program (40% of time)

Programming

● Support the development, implementation, and logistics of the capacity-building components of the program.
● Actively participate in raising funds in support of the program and provide necessary information for all grant-related reports.
● Support the creation of racial justice-centric curriculum and training materials.
● Support in the creation of evaluation tools for capacity-building trainings.
● Maintain a database of external facilitators and resources in support of program delivery.

Grants Management / Systems Creation
● Contribute to the establishment of the grantmaking system for the new program.
● Maintain and update grantee database.
● Collect and document milestone reports through check-ins with grantees.
● Support the grantmaking process, from editing the organization’s Letter of Intent guidelines and criteria, to reading and evaluating LOIs, culminating in coordinating grant payments.
● Coordinate webinars to address grant seekers’ questions in advance of the LOI deadline.
● Participate in and/or facilitate continuous process improvement initiatives related to program and training development and administration processes.

Network Building
● Serve as a subject matter resource to Youth Outside staff, board members, and program alumni on matters related to the continued evolution of equity, inclusion, and cultural relevancy for the program.
● Represent Youth Outside in opportunities to support the program through community networking, attending conferences, speaking engagements, and contributing writings about the impact of our work through appropriate channels.
● Contribute to the design and development of proposals and partnerships for new bodies of work.

This position offers an exciting opportunity for an individual to bring creativity and innovation to a new and growing program. We are seeking someone who is comfortable creating systems and is a passionate storyteller. Someone who can support our grantees and highlight the importance of this program to new funders. Someone who is committed to giving priority to the voices, experiences, and perspectives of historically marginalized and underfunded communities, and to strengthening the overall outdoor and environmental movement by ensuring that the “green table” does not continue to exclude the narratives and contributions of communities of color. If you are that individual, then please submit your application. Youth Outside is committed to supporting a thriving team and offers opportunities for professional growth.

Qualifications & Requirements
● Outstanding writing, editing, and proofreading skills in English (Spanish a Plus)
● Commitment to and familiarity with the need to build racial equity within the outdoor and environmental movement
● 2-4 years of experience in the communications/marketing field, preferably in an “in-house” role within a nonprofit organization
● 2-4 years of experience managing multiple aspects of a program or programs
● Excellent verbal communication and listening skills in English (Spanish a plus)
Exceptional project management skills and experience managing multiple projects and meeting deadlines
Self-starter and able to work independently and remotely
Strong technical and digital communications skills, including familiarity with graphic design programs and proficiency in Microsoft Office and G Suite
Ability to effectively communicate the values and expectations of Youth Outside
High attention to detail and experience using office management tools to stay organized
Ability to take and give direction and feedback on a variety of topics including the environmental sector, philanthropy, and racial justice
Proficiency in Microsoft Suite, Google Office, and social media platforms
Ability to adjust and adapt readily to multiple demands, constituencies, and handle a diversity of projects simultaneously
When safe and appropriate, travel expectation approximately 30-40%

Preferred Qualifications
- Passion for or experience in outdoor activities, conservation, or environmental justice
- Experience within or familiarity with grassroots movements in Washington, Oregon, Arizona or New Mexico
- Familiar with graphic design programs such as Adobe Illustrator, InDesign and/or Photoshop, CRM, and proficiency with mass email programs i.e. Blackbaud, Salesforce, Giveffect, etc.

Compensation and Benefits
Salary Range: $57,000 - $65,000

Benefits include: generous vacation, paid health and dental premiums, a supportive team culture, and financial support for individual professional development activities. Successful candidates also have the opportunity to join an employer-sponsored retirement plan.

This position is a full-time, salaried position. Our office is based in downtown Oakland, CA. Currently we are working from home and this will continue through 2020. When offices re-open we will offer a hybrid work-from home option with in-person office time expected. Candidate location preferred: CA. Applications from WA, OR, AZ, and NM also welcome.

Youth Outside is an equal opportunity employer. Employment decisions are made without regard to race, color, religion, national or ethnic origin, sex, sexual orientation, gender identity or expression, age, disability, protected veteran status, or other characteristics protected by law.

How To Apply
Please submit a resume, an intentional cover letter, and 3 writing samples to kim@youthoutside.org. A writing sample could be a blog post, a collection of 3-4 social media content examples, marketing language, promotional email, or other piece of writing. In lieu of one of your writing samples, you may submit a short blurb on why you think it is important to build racial equity within the outdoor and environmental movement (250 word limit).