



Job Opportunity – Sr. Communications Coordinator

ABOUT AZUL

Azul is a Latinx-led and Latinx-serving environmental justice organization focused on ocean stewardship. Our work is rooted in social justice and intersectionality, guided by equitable practices, and grounded in a community-centered theory of change.

Founded in 2011, Azul has developed and executed advocacy campaigns in California that were instrumental in passing the plastic bag ban and the shark fin ban, and in expanding access to the state's coasts. The geographic scope of Azul's work has since grown to include other states-based efforts outside of California as well as federal and international work.

THE POSITION

Communications campaigns and media work have been a key driver of our success. So we are excited to find a Sr. Communications Coordinator to join our team.

Reporting to the Executive Director and working in close collaboration with the Digital Strategist and outside communications consultants and vendors, the Sr. Communications Coordinator will work to deepen Azul's presence in the media and run our day-to-day communications campaigns.

This includes developing, executing and project-managing comprehensive communication strategies that support our advocacy work, strengthen our brand, and promote the voices and perspectives of Latinx communities in ocean conservation efforts.

Please note, while Spanish-language skills are not required for this position, Latinx cultural fluency is a must.

Are you an excellent writer and project manager with a good understanding of advocacy communications? Do you have a broad understanding of Latinx culture and the ability to communicate with Latinx audiences in ways that are both culturally authentic and emotionally engaging? Are you an entrepreneurial self-starter who knows how to make things happen?

If so, please read on!

Responsibilities:

Develop and implement communication strategies:

- Work collaboratively with the Executive Director, the Digital Strategist, outside consultants and vendors, and others on our team to develop comprehensive communication strategies.
- Support the development of the annual communications plan and lead on the creation of a monthly editorial calendar, and update them as necessary.
- Lead the day-to-day implementation of our strategic communications campaigns to support our advocacy work, strengthen our brand, and amplify Latinx voices in support of ocean conservation.



- Create compelling, engaging and culturally appropriate content, including (but not limited to) outreach materials, press statements and advisories, talking points, letters to the editor, op-eds, digital collateral, discussion guides, and blog posts.
- Project-manage communications campaigns according to the editorial calendar, ensuring internal deadlines for the ideation, production and approval of content are met, that any logistical issues or potential roadblocks are identified and addressed in a timely manner, and that there is clarity within the team about goals, outcomes, roles and responsibilities.
- Support the vetting of content before it is published to ensure it is clear, accurate, culturally appropriate, and reflective of Azul's values, messaging and campaign strategies.
- Identify high-impact campaign communication moments and flashpoints, including breaking news – and help us capitalize on them.
- Identify compelling stories that highlight the experiences and perspectives of Latinx communities related to ocean conservation, and integrate them into our communications work.
- In collaboration with the Digital Strategist, manage content development and creation for Azul's website.
- Work in close collaboration with Azul's staff, vendors and consultants to develop and produce communications assets, including print collateral, short videos, infographics and other visual assets.
- Support the development of brand guidelines aimed at ensuring a cohesive and recognizable organizational identity, and help ensure consistent branding across all communication materials and platforms.
- Assist the Digital Strategist with identifying the need for rapid-response social media content.

Media relations:

- Curate press lists and prepare press releases and advisories, media kits, public statements, and other materials as needed.
- Serve as the primary contact for media inquiries, coordinating interviews with and statements from organizational spokespeople.
- Monitor, track, and analyze relevant media coverage of Azul and our policy priorities.
- Work with our external communications agency to:
 - Cultivate relationships with media contacts to secure media coverage, raise the profile of our organization, and strengthen our reputation among reporters as a go-to source for trustworthy information and story ideas.
 - Identify timely and strategic angles for story placement, and regularly pitch them to reporters and influencers.
 - Develop media strategies, including earned media strategies, that advance our advocacy goals, and support their implementation.
 - Prepare Azul's staff members, supporters and other organizational surrogates for interviews and other media work.
 - Vet media relations opportunities.

Other:

- Develop good working relationships with the relevant communications staff at allied organizations, and identify opportunities for collaboration or partnership.
- Collaborate with Digital Strategist on coordinating cross-promotional opportunities with organizational partners and collaborators.
- Represent Azul in various coalition working groups and at the occasional in-person meeting or event when warranted.



- Track, analyze and produce regular reports about relevant communications metrics. Use those metrics and other data points to assess the effectiveness of our communications strategies and initiatives.
- Other duties as assigned

Success in the First Six Months of this Position Looks Like:

- You understand Azul's mission, vision, goals, major campaigns, and the broader context in which we operate, and you are able to answer general inquiries about these topics from the public, our members or the press.
- You've pulled together an editorial calendar to support our communications campaigns, and developed clear and effective processes to add to or edit the editorial calendar.
- You have developed clear and effective processes for content creation and approval.
- You are regularly producing communications materials, and doing a good job project-managing the communications work generally.
- Your implementation of our strategic communications strategy has led to tangible results in terms of any of the following: number of media mentions, the number of times our spokespeople are quoted in the media, coverage by new outlets, or other similar outcomes.
- You are maintaining an organized system of tracking, monitoring and prioritizing tasks and projects.
- You are coming up with ways to improve your own work on an ongoing basis.
- You're consistently tracking, reporting on and analyzing relevant communications metrics.
- In all aspects of your work, you are embodying the values of the organization and doing your part to support a healthy, equitable and respectful work culture.

Qualifications

We know there are great candidates who might not check all the boxes listed below, or who possess important skills we haven't thought of as it relates to this position and the organization writ large. If that's you, please don't hesitate to apply and tell us about yourself.

You could be a great fit if the following is true:

- You are aligned with our mission and values: You care deeply about the ocean environment and those who depend on it, and would be excited to highlight Latinx perspectives and amplify Latinx voices in policy debates related to ocean conservation. In addition, you share our unwavering commitments to social justice, environmental justice, and equity and inclusion as an organizational practice and culture.
- You have 2-4 years of experience in communications, public relations, journalism, or a related field, and are well-versed in communications strategies and tactics used in advocacy contexts.
- You have a high degree of Latinx cultural fluency: You have a meaningful understanding of the cultural values, practices, traditions, and norms of various Latinx communities. In addition, you're deeply engaged with and aware of trends, influences, and expressions of Latinx pop culture, and know how to create engaging and culturally relevant content that effectively connects with Latinx audiences.



- You are a good all-around communicator who has a knack for distilling down complex policy issues for lay audiences in ways that are clear, concise and emotionally resonant.
- You can quickly draft clean, well-messaged English-language copy for a variety of audiences (e.g. reporters, grassroots Latinx activists, elected officials, social media influencers, etc.).
- You are an entrepreneurial self-starter who knows how to make things happen: You are self-directed, organized and capable of managing competing priorities without letting things fall through the cracks or missing deadlines. In addition, you are good at approaching obstacles with a spirit of perseverance.
- You are good at working well as part of a team as well as independently
- You are deeply familiar with the U.S. political and/or advocacy space.
- You thrive in diverse, majority-Latinx spaces.

While not required, a strong candidate might have some of the following:

- Professional proficiency or fluency in Spanish (this is a plus but by no means required).
- Experience working in a comms capacity for a progressive, mission-driven organization (e.g. advocacy organization, political campaign, labor union, consultancy, etc.).
- Experience pitching reporters and developing related communications assets like messaging guides, talking points, press releases and advisories, etc.
- Experience planning and executing events such as press briefings, press conferences, and in-person meetings with journalists and other influential stakeholders.
- Experience working at an organization with a track record of centering and uplifting the issues, concerns and voices of Latinx or other BIPOC constituencies.
- Significant experience in a communication capacity at an organization with a heavily Latinx audience or membership base.
- Experience leveraging pop culture to influence the behavior of specific target audiences.
- Significant experience in a role that involved writing lots of content under tight deadlines.
- Familiarity with policy issues and political fights connected to ocean conservation or a related issue.
- More than abstract/academic familiarity with the complexity of issues and obstacles facing communities of color engagement in the environmental movement.
- A background that includes active involvement in progressive social movements, particularly those that work to support environmental justice, climate justice, racial justice, economic justice, gender equity, and/or immigrant rights.
- Experience working at a small nonprofit or start-up.
- Experience managing graphic designers, developers and/or videographers to produce content on spec, on time and on budget
- Experience managing communications consultants and monitoring contract deliverables
- Experience with media monitoring and outreach tools like Cision and Meltwater.
- Graphic design and/or videography skills, and familiarity with relevant software
- Significant experience working in a multicultural setting.



Salary, Benefits and Work Conditions

This is a remote role that can be based anywhere in the contiguous US, and there is a preference for someone who can work East Coast hours.

Azul is an independent operating project of the nonprofit umbrella organization, Multiplier, a nationally recognized nonprofit with a growing portfolio of innovative initiatives that conserve and protect a sustainable and resilient world (www.multiplier.org).

Multiplier provides a comprehensive compensation package, including a competitive salary (\$70,000-\$75,000) and a comprehensive benefits package that includes employer-paid health, vision, dental, short- and long-term disability, voluntary life, employer-matched retirement contributions, and a generous vacation and sick leave policy.

Employees will be required to travel (when consistent with public health guidelines) for staff retreats, meetings and professional development opportunities.

How to Apply

Applications will be reviewed on a rolling basis and interviews will be offered on a rolling basis starting in August. **As such, we strongly encourage candidates to apply ASAP and no later than the priority application deadline of Sunday, August 20 at 11:59pm Pacific Time.** The position will be open until filled.

To apply, please email your application to: commsjobs@azul.org with the subject line: "Sr Communications Coordinator — First Name Last Name."

Applications should include:

- A resume
- Answers to all of the following questions in lieu of a cover letter:
 1. Why are you interested in this role? (Suggested word limit: 200)
 2. What are the top 3 aspects of your background, training or experience (whether personal or professional) that have allowed you to develop Latinx cultural fluency and/or prepared you to communicate with Latinx audiences in engaging, culturally authentic ways? Please explain your thinking. (Suggested word limit: 200)
 3. Review the bullet points under the heading that begins "While not required, a strong candidate might have some of the following..." (this is the second list of bullet points under the Qualifications heading of this job description). Which of these bullet points do you bring to the table? Please list the bullet points and add a few words of explanation for each bullet point. If there are different ways to meet the criteria in a single bullet point, please indicate which one(s) you bring to the table.
 4. How did you hear about this role? Please be specific.
- (Optional) A professional portfolio or other relevant work samples.



About the Hiring Process

While the hiring process may be subject to change, we are currently anticipating two rounds of interviews (each of which will be scheduled for 45 minutes) and one timed skills test that should take less than 3 hours to complete. If we ask you to take a skills test, you will be compensated for the time you spend on it.

We are hoping first-round interviews will be completed by late August, with final interviews will be completed by the end of September.

We will confirm receipt of your application and will communicate with you when we have made a decision about your application (either to close your application or to move you forward in the process).

We will principally communicate with applicants via email and respectfully request no follow-up calls from applicants.

Questions about this position or the application process (including any requests for reasonable accommodation) can be sent to: commsjobs@azul.org

Azul is a project of Multiplier (www.multiplier.org), a nationally recognized nonprofit that incubates and accelerates program capacity for local, regional, national and global initiatives that conserve and protect a sustainable and resilient world. Azul staff, including the Senior Communications Coordinator, are employees of Multiplier.

Multiplier and Azul celebrate diversity and are committed to building teams and partnerships that represent a variety of backgrounds, perspectives, and skills. Multiplier and Azul are also committed to providing an environment of mutual respect that is free from discrimination and harassment. Multiplier and Azul prohibit discrimination in its governance, programs and activities on the basis of race, color, national origin, age, disability, religion, gender, sexual orientation, gender identity, genetic information, political beliefs, reprisal, marital status, amnesty, status as a covered veteran, because all or part of an individual's income is derived from public assistance, or for any other non-merit based factor.