



**Sustainable  
San Mateo County**  
Economy. Equity. Environment.

## **Communications and Outreach Manager** (Full-time, exempt position. Must live in San Francisco Bay Area.)

Established in 1992, Sustainable San Mateo County (SSMC) is a nonprofit dedicated to advancing sustainability in San Mateo County by keeping the environment, the economy and social equity in balance. SSMC measures progress on sustainability; identifies sustainability solutions; advocates for sustainable policies, programs and practices; and celebrates sustainability achievements by local government, businesses, individuals and organizations. More info can be found at [sustainablesanmateo.org](http://sustainablesanmateo.org).

The **Communications and Outreach Manager** enhances SSMC's visibility; increases engagement with community members, local government leaders, donors and volunteers; and supports the organization's mission. This position reports directly to SSMC's Executive Director.

This is an excellent opportunity for anyone wishing to interact with sustainability professionals and advance their career with a well-respected nonprofit that has strong connections with leaders throughout San Mateo County. Benefits include health insurance and paid vacation, holidays and sick leave. SSMC is committed to diversity, equity and inclusion and supports a healthy work-life balance for its employees.

### **RESPONSIBILITIES**

- Conduct strategic planning, and manage and coordinate the development, implementation and completion of communications projects related to internal and/or external communications and/or public relations initiatives
- Plan, design, write, edit and review public relations and other materials, including newsletters, blog posts, press releases, fact sheets, articles, social media posts, presentations and other items
- Produce and publish (digitally and occasionally in print) public relations materials and other related communications
- Monitor, evaluate, report on and adjust communications and outreach plans
- Secure media coverage and manage media inquiries by cultivating and maintaining relationships with media outlets, journalists and influencers, especially in San Mateo County
- Build and maintain SSMC's brand identity and messaging; manage SSMC's digital presence, including website content, email newsletters and social media accounts
- Serve as liaison to local leaders and organizations, including representing SSMC and its programs at in-person presentations and meetings
- Develop and manage project, event and advertising budgets as appropriate
- Oversee the development and maintenance of comprehensive contact databases; cultivate, maintain and track relationships with community members and leaders, donors and volunteers
- Facilitate the design, coordination and execution of various fundraising campaigns and events in support of SSMC's programs and projects
- Support other SSMC activities as needed

## QUALIFICATIONS

- Passion for sustainability and commitment to Sustainable San Mateo County's goals
- Bachelor's degree with a major in communications, public relations, journalism, marketing or a related field, or relevant experience
- At least 3 years of experience in communications/outreach; experience in the sustainability field is preferred
- Self-starter able to meet deadlines and manage multiple projects under pressure
- Excellent speaking, writing, editing and presentation skills
- Able to create compelling content for different audiences and platforms
- Proficient in digital marketing, campaigns and analytics for web and social media platforms, including paid ad campaigns
- Able to design graphics and produce print and digital layouts using tool such as Canva
- Experience in editing web content
- Familiar with Google Analytics, SEO and link tracking
- Proficient in using Constant Contact or similar email management tool to segment email lists and track performance
- Familiar with Little Green Light or similar donor software to track, manage and improve engagement

## APPLICATION REQUIREMENTS

- Resume with relevant experience
- Cover letter showing your interest and qualifications for the position
- Three writing samples, including at least one social media post

**Salary:** Compensation competitive with small nonprofit organizations, \$70,000 to \$75,000 per year, depending on experience and qualifications. Work hours are full time (40 hours a week) and flexible but consistent.

**Benefits:** Health insurance and paid vacation, holidays and sick leave. SSMC supports diversity, equity and inclusion, and a healthy work-life balance for its employees.

**Location:** Employees are currently working remotely, but we expect to transition to an office soon. Must be available for regular in-person meetings. Candidates who live in or near San Mateo County are preferred.

**TO APPLY:** Please send your application materials to [recruitment@sustainablesanmateo.org](mailto:recruitment@sustainablesanmateo.org) with "**Communications and Outreach Manager**" in the subject line. Applications accepted until position is filled. No phone calls, please.