

# Communications Coordinator



PedNet is hiring a Communications Coordinator to lead all of our communications efforts and assist with a neighborhood-based grassroots organizing campaign.

- Full-time position (salaried, exempt)
- Compensation: \$35,000/year
- Benefits:
  - 20 days Vacation/Illness/Personal paid leave
  - 9 paid holidays
  - Health insurance contribution (\$200/month)
  - Retirement contribution (match up to 3% of salary)
  - Personal cell phone stipend (\$40/month)
  - Long-term disability insurance
  - Identity theft insurance
  - Flexible schedule
- 2-year commitment with potential for future renewal based on continued project funding

The position will report to the Chief Strategy Officer.

## What we're looking for

The ideal person for this position is someone who:

- Is personally committed to walking, biking, using a wheelchair, or riding the bus as their primary way to get around town. We believe in practicing what we preach because it is critical to our advocacy mission.
- Has the computer skills to use email, internet, and Microsoft Office or G Suite on a daily basis
- Enjoys spending time outside of the office meeting new people and building relationships
- Has a high level of cultural competency and enjoys working directly with people from diverse racial, ethnic, and socioeconomic backgrounds
- Has **extensive** experience and skills with persuasive communication in a variety of formats:
  - Writing (social media, newsletters, web, blogs, storytelling, fundraising letters, publications, press releases, grant proposals and reports)
  - Photography
  - Video
  - Interviews with media (radio, TV, etc.)
- Is detail-oriented and organized
- Is self-directed and able to work independently
- Sees themselves as a good fit with PedNet's [Core Values](#) and will use these values to guide how they do business
- Publicly supports the mission and goals of PedNet and will represent PedNet positively in the community

PedNet strives to have a diverse staff that represents our community. We particularly encourage people of color, people with disability experience, and people connected to underserved communities to apply.

PedNet values inclusion, diversity, and equity, and does not discriminate on the basis of race, color, religion, gender, age, national origin, ancestry, sexual orientation, or disability.

## Position Description

The Communications Coordinator will lead all of PedNet's communications efforts with PedNet Members, the media, and the public.

In addition, PedNet has been awarded a 2-year grant to lead a grassroots organizing campaign. The Communications Coordinator will assist PedNet's Community Engagement Coordinator in implementing this grant. The project will work with people in Columbia's Vision Zero Priority Neighborhoods, so that their needs are heard and influence transportation decisions, and Columbia begins to build transportation equity.

## Responsibilities

General Communications (50% of time)

- Develop storybanking process to collect, develop, and tell stories of the impact of PedNet's work through writing and photography/video. For example:
  - Shadowing PedNet staff to create stories describing day-to-day advocacy work
  - Interviewing people who attend PedNet events
  - Creating feature stories on Business Members, donors, Board Members, etc.
- Manage PedNet's social media accounts (Facebook, Twitter, Instagram) to create positive community awareness and engagement (daily)
- Write email newsletters (monthly)
- Write direct mail fundraising letters (5-6x/year)
- Write press releases and develop relationships with local media
- Represent PedNet in media interviews (radio, TV, etc.)
- Develop and manage content on PedNet website (pages, blog posts, etc.)
- Assist with creating content for annual report

Grassroots Organizing Campaign (50% of time)

- Attend neighborhood events and meetings to build relationships and trust
- Assist in gathering input and collecting data through surveys, focus groups, neighborhood walkability audits, etc.
- Assist in identifying and engaging with neighborhood leaders to co-create solutions
- Interview and listen to community members; create compelling stories to describe their experiences
- Develop *Humans of New York*-style media campaign with profiles of people from the neighborhoods, and their transportation needs and barriers
- Attend inclusive outreach training course (requires some overnight travel)
- Assist in supervising interns assigned to the project
- Assist in rallying people from the neighborhoods to attend city council meetings to advocate for their own transportation needs

## Physical requirements

- Ability to use a computer and phone for regular communication
- Ability to travel independently across Columbia

To apply, please submit the following application materials to Chief Strategy Officer, Lawrence Simonson ([Lawrence@PedNet.org](mailto:Lawrence@PedNet.org)), by December 31, 2019:

1. Cover letter
2. Résumé or CV
3. Sample of your writing (short essay, blog, publication, etc.)
4. Sample of your social media approach (Facebook, Twitter, or Instagram post(s) with image and text)