

We teach communities how
to live sustainably.

COMMUNICATIONS COORDINATOR



URBAN GREEN LAB™

Job Announcement | April 1, 2021

Help us tell our story.

Urban Green Lab is searching for a full-time communications coordinator to join our team of passionate educators and tell the story of our mission.

Urban Green Lab

Urban Green Lab teaches communities how to live sustainably. A 501(c)3 nonprofit founded in 2009, we're working to grow a culture of learning in classrooms, households, and workplaces that encourages people to make better choices for our planet and society. We believe in systemic change, and use the following strategies to reach our goals:

Organize

We organize teams of people in community institutions to tackle sustainability challenges.

Train

We train them to teach others how to live more sustainably where they work, learn, and live.

Connect

We connect people with experts and services that make a meaningful difference.



Job Summary

The Communications Coordinator for Urban Green Lab (full-time exempt) leads all marketing and communications for the organization, ensuring alignment with our mission, strategies, and programs. Supervised by the Executive Director, the coordinator is responsible for developing, executing, and reporting on Urban Green Lab's communications goals, shaping messaging, and working closely with staff to deliver vital educational messages to the community. We're looking for someone who shares our values and will grow with us over time.



Key Responsibilities

General Duties

With guidance from the Executive Director and members of the Board of Directors' Communications Committee, lead and develop Urban Green Lab's annual communications plan, plus its long-term 2025 communications goals. Help staff deliver vital educational messages to the community, and grow our communications tools and partnerships. Stay apprised of marketing trends, priorities, and changes in the local, national, and global communications landscapes.

Public Relations

Together with the Executive Director, lead public relations for the organization. Develop and nourish relationships with the press, including writing press releases, arranging media events, and proactively searching for opportunities to grow awareness about our work. Protect and ensure brand is used consistently across all publications.

Social Media

Maintain social media (Instagram, Twitter, Facebook, YouTube, LinkedIn, etc.), including scheduling, developing copy, and more. Execute social media ads under the direction of program leads. Design and create education and fundraising-related content that is appropriately cited, scientifically sound, and relevant to our mission. Develop the content calendar for all social accounts to market community events and educate the public on topics of sustainability. Represent the organization when interacting with supporters and partners on social media platforms.

Website Content

Maintain the Urban Green Lab website (WordPress). Collaborate with web design consultants and volunteer writers. Add program content edits, blog posts and news stories, and upcoming events as assigned. Edit content for clarity and branding, and match the voice of our organization. Drive viewership and engagement with the website through social channels and sharing with partners.

Graphic Design

Utilize Urban Green Lab's brand and style guide to design pieces on Canva and other platforms for web, socials, reports, newsletters, and more, plus presentations and the Annual Report. Support the team with other creative needs as assigned.

Lab Notes Newsletter

Use MailChimp to create bi-monthly “Lab Notes” newsletter in collaboration with program managers, including creation of graphics, text, and hyperlinks. Ensure mailing list is up to date, including segments for communicating appropriately with different audiences. Create supplementary email campaigns for special events, such as The Big Payback, Giving Tuesday, and Earth Month.

Other Duties

Monitor progress of all communications deliverables year-round, and present a high-level monthly performance report to the team. Contribute to discussions on protection of intellectual property. Attend regular team meetings, including weekly and monthly staff meetings. Other duties as assigned.

“The discussions inspired me to think of more sustainable habits I can implement in my life.”



Attributes

Passionate commitment to Urban Green Lab's mission and values. Entrepreneurial, with a keen sense of how to sustain innovative programming. Outstanding interpersonal and organizational skills, and high sense of integrity. A positive, flexible attitude, intellectual curiosity, and capacity to adjust to change. Diplomatic and discreet, with excellent community relations and listening skills. Self-reliant, proactive, dependable, and on time – a team player to the core. Humility and grace under pressure, a sense of humor.



Ideal Qualifications

At least 1 year of experience creating and scheduling professional social media content. Grasp of sustainability (formal training a plus), and passion for educating the public. A superior writer and editor, with a nose for storytelling among diverse audiences. Experience using Canva, Google Drive, Wordpress, and Hootsuite ideal. Knowledge of how to source and cite credible scientific information. Awareness of social media trends and the Nashville landscape. A good eye for detail and design, using existing brand elements. Outstanding organization and communication skills, and a quick learner.

Salary & Benefits

This is a full-time exempt position and salary depends on experience. Benefits include health insurance allowance (medical, dental, and vision), 408p match, cell phone stipend, and generous paid time off.

How to Apply

Please email your cover letter, resume, two writing samples (socials post, newsletter, blog, design piece, etc.), and three professional references (email, phone, and nature of each affiliation) to Todd Lawrence, Executive Director, at careers@urbangreenlab.org. References will not be contacted without prior approval. Combine all documents into one PDF file with your full name as the file name and write "Communications Coordinator" in the email subject line. Incomplete submissions will not be considered. No phone calls, please. Only applicants selected for consideration will be contacted. Applications are accepted until the position is filled. All correspondence is confidential. Background check required.

Work Environment

Urban Green Lab enjoys a flexible work-life balance and all staff are responsible for managing their own schedules during the week. Staff are expected to spend reasonable time with the team at our Marathon Village office. However, until stay-at-home measures are lifted due to COVID-19, staff are working remotely, with most meetings and events over Zoom. Reasonable accommodations may be made for individuals with disabilities. The employee is regularly required to sit, stand, walk, talk, listen and feel, reach hands above the shoulder, occasionally stoop or crouch, and lift or move items weighing 10-25 pounds.

Equal Opportunity

Urban Green Lab is fully committed to Equal Employment Opportunity and to attracting, retaining, developing, and promoting the most qualified employees without regard to their race, color, religion, sexual orientation, gender identity or expression, national origin, age, physical or mental disability, citizenship status, veteran status, or any other characteristic prohibited by state or local law. Urban Green Lab welcomes applicants from a diversity of backgrounds, experiences, abilities, and ideas.

Disclaimer

This job description is not necessarily an exhaustive list of all responsibilities, skills, requirements, or conditions. While intended to be accurate, it is not meant to exclude that other, different tasks may be required when circumstances change (such as during emergencies, personnel changes, workload alterations, rush jobs, or technological developments or advancements).



" I have become more educated and personally benefited immensely from being part of the UGL's sustainability roundtable."

#livesustainably

urbangreenlab.org

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