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## Communications Director

About Thrive Outside: Thrive Outside is a Bristol, RI based nonprofit on a mission to provide every child with the opportunity to thrive through a joyful connection with nature. Thrive supports the design and implementation of Outdoor Learning Zones in schools, Outdoor Education training, and nature-based school and community events, workshops and programs. Learn more about Thrive by visiting our website ([www.thriveoutside.info](http://www.thriveoutside.info)) and check out our 2023 impact report (<https://www.thriveoutside.info/impact-report>).

Communications Director: Thrive is seeking a Communications Director who will be responsible for managing Thrive's marketing and communication strategies through various channels including, but not limited to, our website, social media, and email campaigns. This position will play a vital role in expanding Thrive's digital reach, increasing community engagement, and improving communications to the public-at-large. The ideal candidate is a skilled communicator, creative thinker, and true team player who is committed to ensuring equity and accessibility in all of their communication efforts. This is a part-time position that will report directly to the Executive Director.

### Job Responsibilities:

- Contribute to a collegial and collaborative work environment where the values of justice, equity, diversity, inclusion, and accessibility are central to the mission.
- Implement a communications plan to strategically engage Thrive's audiences, raise awareness of and successfully market Thrive's events, programs, and efforts.
- Write, edit, and distribute creative and relatable content that communicates Thrive's mission, vision, and values while maintaining clear and consistent messaging and branding.
- Create content and monitor and manage Thrive's social media platforms and engage with members, partners, and community members on a daily basis.
- Set up and monitor event/program registration on website (Wix), Facebook and Instagram.
- Design graphics (e.g. infographics, fliers, social media banners, etc.) as needed (Canva preferred).
- Coordinate production of member e-newsletter monthly and email campaigns as needed (MailChimp).
- Update website content as needed, including writing and/or coordinating news/events and blog posts.
- Develop and distribute press releases and other communication efforts in collaboration with the Executive Director as needed, and outreach to local news outlets.
- Establish metrics and track communication initiatives to measure effectiveness and success across communication platforms.
- Posting on online community forums

- Provide monthly performance reports to the Board of Directors.
- Maintain weekly communication with the Executive Director.

Preferred Skills & Experience:

- Bachelor's degree, preferably in communications, marketing, or related field, or equivalent work-based skills and training. Lived experience considered over degrees.
- Enthusiasm and ability to work with a community of educators, advocates, and students with diverse backgrounds and perspectives.
- Excellent written and oral communication skills, including editing and proofreading; proficiency in Spanish a plus.
- Strong organizational skills, keen attention to detail, and ability to juggle multiple projects on competing deadlines.
- Eagerness to learn and grow professionally, to be honest and direct, and to bring positive energy and good humor to this position.
- Ability to work efficiently, with flexibility, creativity, and initiative.
- Ability to work independently as required but also to work effectively as a team member.
- Demonstrated experience with a wide range of social media platforms including Facebook, Twitter, Instagram, LinkedIn, and YouTube.
- Familiarity with Wix and MailChimp.
- Proficiency with Google Workspace and Canva, or similar graphic design program.

Compensation: \$22-\$25/hour, depending on experience. Anticipated start is December. Our hope is that this position will evolve with Thrive's growing needs.

Work Schedule and Location: Actual work schedule is flexible and negotiable, with an average of 6 hours of work/week. This is a fully remote position. Some meetings during normal business hours (Monday-Friday, 9am-5pm) may require in-person attendance and can be scheduled according to availability. Occasional attendance at weekend and evening events requested.

To Apply: Interested candidates should email the following to Shannon Rozea, Executive Director, at [shannonrozea@thriveoutside.info](mailto:shannonrozea@thriveoutside.info):

- cover letter
- Resume
- 3 writing samples (e.g. original social media post, blog post, press release, flier, etc.)
- 2 references that can speak to your strengths regarding this position

All applications will be reviewed as they are received. This position will remain open until filled. Thrive Outside is committed to creating an inclusive and welcoming environment for all. Thrive Outside is an equal opportunity employer. We will not discriminate against any employee or applicant on the basis of age, color, disability, gender, national origin, race, religion, sexual orientation, veteran status, or any other classification.