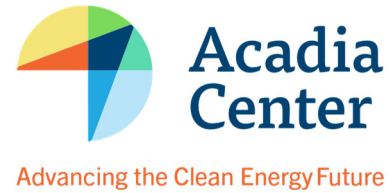


Public Engagement and Communications Associate

Employment Opportunity

Search Open June 2019



Acadia Center, a non-profit, research and advocacy organization committed to advancing the clean energy future, is seeking a Public Engagement and Communications Associate to join its team working on public engagement and organizational advancement. Acadia Center works to develop a clean energy economy by offering real-world solutions to the climate crisis.

Position

Acadia Center is seeking a candidate to support work in the organization's Public Engagement Team. This is an exciting opportunity for a motivated communicator who can help Acadia Center capture the excitement and significance of its work through compelling storytelling across digital media. Acadia Center's Public Engagement Team raises awareness of strategies to build the clean energy future and facilitates the organization's promotion of reports and advocacy materials. Together the Team works on communications, media, organizational marketing materials, adaptation of detailed information into engaging and well-designed public facing handouts, hosting community and other forums, organizational advancement, and related activities. The Public Engagement and Communications Associate will work with the team to advance the organization and its work by telling Acadia Center's story through blogs, email updates, press outreach, and social media. They will play a fundamental role in the digital operations of the organization, assisting also with website management and event planning. The Public Engagement and Communications Associate will help shape and grow Acadia Center's social media strategy, while also contributing to the broader Public Engagement strategy.

This is an opportunity for an adept and organized self-starter who is excited about Acadia Center's mission and approach.

Responsibilities

- Develop original content for social media and build Acadia Center's social networks.
- Develop content for web publication through close collaboration and interviews with staff.
- Monitor and report Acadia Center's digital analytics (social media & web) and help develop digital strategy including opportunities for search engine optimization.
- Monitor Acadia Center's media presence, including posting press hits.
- Support distribution of press releases, advisories, and pitches; manage Acadia Center's media contact database.
- Collaborate with staff across the organization to distribute digital materials to our networks.
- Assist in planning and promoting events through social media and other digital communications platforms.
- Support other Public Engagement tasks as necessary.

acadiacenter.org • admin@acadiacenter.org • 207.236.6470 ext. 001

Boston, MA • Hartford, CT • New York, NY • Providence, RI • Rockport, ME

Key Qualifications

- 2-5 years journalistic/editorial/nonprofit communications experience.
- Outstanding writing skills, with ability to understand and convey the kernel of complex information.
- Experience with social media as a tool for organizing or promotion.
- Experience with data analysis, including using Microsoft Excel, preferred.
- Interest in developing skills related to digital communications strategy, including SEO & leveraging analytics.
- Excellent understanding of social norms across various platforms and settings.
- Ability to organize and prioritize multiple projects with attention to detail and to thrive when shifting gears to respond rapidly.
- Excellent interpersonal skills, with ability to spot and work openly within areas of mutual benefit as well as areas of conflict and work with a highly motivated staff.
- Strong understanding of the importance of racial and socio-economic equity, with ability to incorporate those key values into work projects and interactions.
- Commitment and enthusiasm for sustainable energy and climate progress.
- Bachelor's degree in a related field.

Technical Proficiencies

- Microsoft Office Suite (Word, Excel, and PowerPoint) and Prezi preferred
- Wordpress, Constant Contact, Eventbrite and other social media/content management systems
- Familiarity with Adobe In-Design, Photoshop

Compensation

This is a full-time, exempt, salaried position based in Boston, MA although other Acadia Center office locations could be considered for the right candidate. Part-time applicants may also be considered. Occasional travel, mostly within the Northeast, may be expected. Acadia Center compensation is highly competitive with peer non-profit groups and salary is commensurate with the selected candidate's experience and skill level. Benefits include health care, dental, retirement, disability, and vacation benefits.

Organization

Founded in 1998, Acadia Center is a leading non-profit working to advance a low carbon, clean energy economy in the northeastern United States that benefits all. The organization focuses on high quality research, develops ideas to reform state, local and regional policies and works to implement change. Acadia Center emphasizes a commitment to use data and research to demonstrate the energy, climate, health, consumer and equitable distribution potential of reforms and build awareness and diverse support for its program. For more information, please visit <http://acadiacenter.org>.

Acadia Center staff is based in offices in Rockport, ME; Boston, MA; Providence, RI; Hartford, CT; Norwich, VT; and New York. Acadia Center researches, develops and advocates innovative policies that tackle the region's environmental challenges while promoting sustainable economies. Acadia Center's Climate and Energy Analysis Center (CLEAN) fills a needed role for targeted, reliable data and policy analysis. Acadia Center has a unique capacity to combine a wide range of data sources, complex technical research, and economic, health and

consumer analysis into useful information for policy makers, the media and the public. Our work is highly regarded among non-profits, business, consumers, public officials and the media and is used widely to help advance clean energy and climate solutions at the state, regional and federal levels. Acadia Center has received Charity Navigator's highest 4 Star rating for fiscal management and devotion of revenues to program work.

To Apply

To apply, please send a cover letter of interest, resume, and at least two professional references to careers@acadiacenter.org. Please insert **Public Engagement Associate** in the subject line, and indicate where you saw the posting in the body of the email. Phone calls will not be accepted.

Acadia Center is an Equal Opportunity Employer. Acadia Center seeks to recruit, hire, and provide opportunities for advancement without regard to race, color, creed, religion, sex, pregnancy, age, national origin or ancestry, physical or mental disability, gender, gender identity and expression, sexual orientation, genetic information, marital or civil union status, military service, citizenship, or any other characteristics and traits protected under applicable federal, state or local law.