

Director of Communications

Reports to: Executive Vice President and Chief of Staff



PennFuture’s mission is to lead the transition to a clean energy economy in Pennsylvania and beyond. We protect our air, water, and land, and empower residents to build sustainable communities for future generations. Working throughout the Commonwealth, PennFuture’s team of attorneys, policy experts, organizers, communications specialists, and advocates watchdog against polluters and environmental injustices, educate the public, and advance pro-environment policies.

INTRODUCTION:

The Director of Communications at PennFuture leads and manages PennFuture’s public communications, including media relations, social media, and occasional communications campaigns across multiple audiences, including the legislature and public. The Director is a trusted spokesperson and liaison for the organization with the media, coalitions, and advocacy campaigns. The Director works closely with Executive, Development, and Campaign staff on messaging and supports PennFuture’s senior leadership team.

Historically, PennFuture’s brand and relationships are strong with press outlets and in earned media. While continuing to execute on this strength, the organization is looking for a communications professional that can also help build an internal strategy around social media as well as other innovative ways to increase its brand across the Commonwealth.

COMMITMENT TO DIVERSITY, EQUITY, INCLUSION, AND JUSTICE:

PennFuture knows that to achieve our mission, we need to ensure that all Pennsylvanians have equitable access to clean air, clean water, a stable climate, and a clean and sustainable economy. We are committed to ensuring diversity, equity, inclusion, and justice in our organizational culture, policies, practices, and programs. Like the environmental and conservation movement writ large, we have historically fallen short in our efforts to build a truly equitable Pennsylvania. Our vision is to center equity and justice in everything we do as well as to combat systems of oppression and injustices that have long harmed Pennsylvania’s environmental justice communities.

JOB RESPONSIBILITIES:

- Develops and implements an internal communications strategy, aimed at elevating priority issues and achieving the objectives set in the strategic plan
- Supports the organization in developing a social media and brand engagement strategy
- Elevate the disproportionate impacts of pollution and climate change on communities of color, immigrant communities, low-income communities, and other traditionally underserved communities in PennFuture’s geographies
- Manages PennFuture’s brand for consistency across the organization
- Manages all internal communication services and vendor contracts, including the website, social media accounts, and media databases

- Works with local, state, and national press outlets to generate coverage about PennFuture’s work, including existing media relationships as well as growing those relationships around the state
- Build media relationships and opportunities in diverse communities—especially including communities of color, immigrant communities, low-income communities, and other traditionally underserved communities—to expand PennFuture’s messaging and reach
- Fields all press inquiries and work with program staff to produce interviews and timely content
- Manages all communication campaigns, including opportunities to develop advertising, social media, earned media, press conferences, media advisories, and other tactics
- Acts as the last stop on all public communications activities, including working with Development and Campaign teams on content, as well as contracted firms for designing and executing advertising campaigns from time to time
- Participates as a member of PennFuture senior leadership team, ensuring PennFuture’s communications strategy is coordinated across the organization

PREFERRED EXPERIENCE AND SKILLS:

- Strong commitment and enthusiasm to PennFuture’s mission and demonstrated commitment to advancing environmental protection and conservation with vision and results
- Commitment to the values of diversity, equity, inclusion, and justice and employing that in all their work
- Experience leading communication efforts, campaigns, and activities
- Experience with social media a plus
- Excellent written, verbal, and editing skills and the ability to craft communications across a variety of media platforms in a timely fashion
- A professional and resourceful style with the ability to handle significant responsibility, work independently and as a team player, including managing multiple tasks and projects at a time
- Ability to tell PennFuture’s story with passion and urgency in written and verbal communications
- Strong leadership skills and an ability to work with and coordinate with staff on site and remotely
- An understanding of Pennsylvania’s media landscape, with a preference for candidates that have existing media relationships

LOCATION, SALARY, AND BENEFITS:

This is a statewide position and can be based near any of PennFuture’s offices. PennFuture has shifted to a hybrid work model with staff working from home as well as working in an office and/or in the field.

This is a full-time, exempt position. Salary range is \$75,000 to \$85,000. Benefits package includes health care, dental, vision, paid vacation, paid sick leave, paid holidays, and a 403(b)-retirement plan.

PennFuture encourages applications from individuals underrepresented in the environmental community, including people of color, and persons with nontraditional work and educational experience. All applicants will receive consideration without regard to race, color, national origin, marital status, religion, gender, age, disability, sexual orientation, or political affiliation.

PennFuture requires proof of vaccination against Covid-19 as a condition of employment but, in some circumstances, we may provide an exemption based on a medical condition that precludes vaccination or because of a deeply held religious conviction.

SUBMISSION:

Applications will be reviewed on a rolling basis until the position is filled. Please submit your cover letter, resume, two writing samples (solely authored), and contact information for three references to stepp@pennfuture.org. Please write "DIRECTOR OF COMMUNICATIONS" in the subject line.