HEAL Utah Communications and Outreach Associate Job Description

Mission: HEAL Utah promotes clean air and renewable energy, and protects Utah from nuclear, toxic & dirty energy threats.

Job Description: The Communications and Outreach Associate (COA) directs HEAL’s media relations, public communications, social media outreach, public outreach events, s, and education functions.

In addition, the COA helps HEAL’s Policy Associates distribute background information, action alerts, and updates related to specific campaigns, legislative bills and regulatory actions. The COA works closely with HEAL’s Grassroots Organizer to help coordinate HEAL volunteers and citizen activists, and ongoing contact with them via calls, emails and social networking. The COA also supports the promotion and organization of HEAL’s fundraising efforts in conjunction with the Development and Executive Directors.

Areas of Direct Responsibility:

- **Oversee HEAL’s general ongoing communication supporters, donors, volunteers, other stakeholders, and the general public.**
  - Coordinate the design, maintenance and publication of HEAL’s external communication content including regular membership updates, action alerts, and event promotion via HEAL’s website and social media platforms.
  - Coordinate HEAL’s interactions with the news media including op-eds, press interviews, press releases and press conferences.
  - Develop audio and video presentations to help educate and activate HEAL supporters and members of the general public.
  - Producing podcasts including booking guests and coordinating with the production studio.
  - Coordinate the maintenance and updating of HEAL’s postcards, brochures, fact sheets, etc. to educate the public about HEAL’s priority campaigns.
  - Coordinate the scheduling and staffing of HEAL’s booths and tables at community events (e.g. farmers markets, street fairs, organization conferences, concerts, etc.).
  - Oversee the design and ordering of tabling materials including signs, banners, and other items.

- **Engage HEAL supporters in our specific campaigns.**
  - Identify, recruit, and help activate HEAL supporters for specific targeted activities such as writing letters to the editor, postcard campaigns, attending legislative or regulatory hearings, rallies and press conferences.
  - Support the Grassroots Organizer:
    - recruit for and manage volunteer events, like phone banks, postcard labeling parties, fundraisers, etc.
    - contact new HEAL supporters and assess and track their interests and availability, to facilitate their involvements in our campaigns.
    - organize, systematize and supervise data entry and maintenance activities – postcards, signup forms, etc. – for volunteers and interns.
  - Support the Policy Associates:
- create and send out action alerts. Help write emails, updates, action alerts to send to targeted HEAL supporters as it relates to legislative and regulatory actions.
- coordinate and carryout communications and strategy, in addition to outreach – for specific campaigns with directly-affected communities (i.e. air pollution, solar power, nuclear waste, etc.)

**Fundraising Support**
- Support the Development Director:
  - help create materials for major donor outreach
  - assist with donor appreciation outreach, running regular donor reports, coordinating thank you calls, coordinating mailings and emails, and updating members records in the database
  - assist with maintenance and updating of the supporter database including data clean-up activities, running regular quality control report, and refining data best practice procedures as needed.
  - help process donations for financial record-keeping (entering donations, plus running reports and exporting data), including donations of monthly sustainers, ensuring transactions aren’t interrupted
  - assist with fundraising events, including logistics, recruitment, and volunteer support where needed.
  - assist with other donor, membership and database help where needed.

**Internship Support**
- Oversee HEAL’s internship program:
  - Coordinate hiring and orientation
  - Ensure the interns have a term-long project and daily tasks

**Qualifications:**
Applicants must be passionate about HEAL Utah’s issues and about advocating for science-based policies to protect public health and the environment. Social media platform skills and experience, public information skills, excellent verbal and written communication skills, ability to quickly learn and use a range of software, and a strong passion for educating and interacting with the public are all a must. College degree required; At least 2 years policy, social media, communications, grassroots or campaign experience desired, but internship and volunteer work may count. Interested individuals should be self-motivated, comfortable working independently, and excited to take initiative.

**Hours, Compensation and Benefits**
This is a regular, salaried full-time position. There will be some occasional evening and weekend activities with comp time provided.

Starting annual salary for the Communications and Outreach position is ~$32,000-$38,000 per year depending on skills and experience.

HEAL offers an excellent benefit package: including four weeks of paid time off (a mix of holidays, sick/personal leave and vacation), health and dental coverage (including health savings account contributions), and an up-to-3-percent match of simple IRA retirement contributions.

Interested applicants should email a cover letter, resume, three references, and a writing sample to jobs@healutah.org by 11:59pm on February 28, 2018.