



Position Announcement: Environmental Communications Specialist

Green Fin Studio is where environmental needs meet art and strategy. We are a professional marketing and communications firm, addressing social and environmental priorities. We leverage our in-house technical and scientific expertise with innovative communication strategies and products. Our team provides curated content, print media, planning documents and strategies, web development, custom tools and visualizations, project management, stakeholder engagement, and more to a varied client base.

We are pleased to announce that we are hiring a full-time Environmental Communications Specialist to join our team. The position is in Richmond, Virginia. As part of our creative communications team, the successful applicant will use graphic design, systems thinking, and design research to develop engaging environmental campaigns, collateral, and communication strategies. We are looking for someone who combines talent, teamwork, and drive to develop environmental communications.

The Environmental Communications Specialist works with our Executive Director, Creative Director, and other staff members to develop and execute overall communications strategies for our diverse environmentally focused client base. In addition to serving our clients, the Environmental Communications Specialist develops and implements strategies for expanding and updating Green Fin Studio's communication materials on our website, social media, and print materials, as well as track and evaluate performance metrics.

Successful candidates will have demonstrated creativity and enthusiasm for communicating science and/or environmental topics across a variety of media. The Environmental Communications Specialist will translate scientific and technical information into accessible messages, graphics (including infographics), identify opportunities for communications and messaging, and be proactive in identifying and employing communication and engagement tools and platforms. The Environmental Communications Specialist will work closely with the rest of our team to ensure cross project coordination, information sharing to maintain efficient delivery of high-quality products.

The Environmental Communications Specialist will occasionally represent Green Fin Studio at professional meetings and venues, where they will be expected to establish

rapport and work in close collaboration with continuously changing stakeholders and associates, including, but not limited to, relevant professional societies, scientific organizations, industry representatives, and public and private institutions of higher education.

The Environmental Communications Specialist will be asked to approach complex topics and use their visual skills to create clear and engaging storytelling. Tasks include, but are not limited to, developing clear communication strategies; designing training and other educational modules/materials; creating content for websites, blogs, newsletter articles, social media strategies and posts, presentations; drafting press releases and media alerts; and designing brochures and other print media.

The Environmental Communications Specialist may be called upon to provide administrative and project support including, but not limited to handling conference/meeting planning, meeting logistics, note taking, logistics with supporting vendors, stakeholder interviews, project evaluations, phone calls, and emails, supporting the development of progress reports, and maintaining assignments within project management software.

Core competencies must include:

- Strategic communications
- Graphic design that includes data visualization
- Public relations
- Project management and tracking
- Demonstrated ability to communicate across a variety of media and to diverse audiences
- Marketing and communications strategies
- Focus on client satisfaction
- Excellent written and verbal communications skills
- Excellent organizational skills

To be considered for this position, candidates must meet the following basic qualifications:

- Experience in graphic design and page layout using the Adobe Suite;
- Demonstrated proficiencies in translating complex information to broader audiences via a variety of media, including online, print, educational, and in-person;
- Familiarity and experience working with the scientific and environmental community;
- Minimum 2-3 years of experience working in similar position;

- Demonstrated ability to work both independently and as a motivated team member;
- Bachelor's degree in a related field, Master's degree preferred;
- Experience maintaining and updating WordPress websites preferred but not required;
- Applicants must be able to work within our Richmond office once it is safe for businesses to re-open.

We offer generous leave, health, and retirement benefits, as well as opportunities for ongoing professional development. Necessary hardware and software will be provided by Green Fin Studio. Position salary is commensurate with experience. We encourage employees to identify opportunities for volunteer service and provide paid time off for involvement in such. We embrace sustainable business practices that benefit the environment and incorporate these into our daily office life and practices.

To apply, please submit a current resume and cover letter detailing your experience, qualifications, and salary requirements, along with a link to your design portfolio or include examples of your work, and contact information for at least three professional references via email to Hello@GreenFinStudio.com with the subject line: Environmental Communications Specialist.

Applications must be received by January 14, 2022. We will review applications on a rolling basis until then.

Green Fin Studio is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.