



Communications Coordinator (Part Time, Remote Option)

MOVE Santa Barbara County's mission is to promote walking, bicycling and public transit county-wide to create healthy, sustainable, and equitable communities. We are a medium-sized non-profit which works throughout Santa Barbara County. We oversee events, teach pedestrian and bicycle education, encourage active transportation and advocate for safer streets. We operate three community-oriented resale, retail and self-repair bicycle shops in Santa Barbara and Santa Maria called Bici Centro.

Job Summary

Under the direction of the Executive Director, the Communications Coordinator works closely with staff to plan, create and distribute timely and strategic content through the organization's multiple media platforms and community networks. The coordinator is expected to provide key insights on determining strategies to maximize audience engagement; to provide graphic design and written material for our event flyers, website, social media, monthly newsletter, and targeted e-blasts; and to track and distribute messaging about local events, public meetings, and the sustainable transportation movement. The position can grow to include responsibilities in policy advocacy, grant management and writing, and event planning.

Successful candidates will possess strong skills in the following areas:

- **Communications:** Demonstrated experience in communications including excellent written and graphic skills.
- Interest in **Sustainable Transportation:** Excitement and willingness to learn about the sustainable transportation movement and the ability to translate information about the issue for different audiences.
- **Project Management:** An ability to strategically coordinate a variety of projects effectively and efficiently with minimal oversight.

Location/Hours

This is a part-time position based out of Santa Barbara or Santa Maria, CA with the option of being fully or partially remote.

Responsibilities

- **Planning & Coordination**
 - Coordinate with managers and staff to develop and implement short- and long-term strategic communications campaigns to influence policymakers, engage community members, and shape public and media narratives.
 - Develop and train staff in communication policies and processes to enhance outreach and efficiency.
- **Program Communications**
 - Track and distribute information about public meetings, projects and policies occurring at the local, state and federal levels.
 - Develop strategies and material on the positive impacts of sustainable transportation use (with a goal of leading to behavior change) and distribute.
 - Research and develop campaigns addressing common misconceptions, safe travel behavior, etc. related to sustainable transportation.

- Develop flyers and material for MOVE events, booths, and outreach initiatives.
- **Audience Engagement & Outreach**
 - Track MOVE's activities and impact to communicate to our audiences, including members, donors, local decision-makers, and coalition partners.
 - Develop strategies and materials to increase our donor base.
 - Distribute information via our social media platforms (Facebook, Instagram, LinkedIn, listservs).
 - Write and distribute our monthly e-newsletter via our EveryAction Customer Relations Management (CRM) software.
 - Build relationships with media outlets and key communications partners that will lead to mainstream media coverage of MOVE's activities and campaigns.
- **Materials Development**
 - Develop graphic social media posts communicating our work, sustainable transportation initiatives, events and campaigns.
 - Write and add images to the monthly e-newsletter.
 - Write content to communicate local, state and national events and initiatives.
 - Write press releases for events and activities.
 - Support executive director with presentations, fundraising materials, event invitations, and other materials creation as needed.

Desired Skills

- College degree and 1-2 years of experience in communications, public relations, marketing, graphic design, etc.
- Excellent writing skills and graphic abilities with an ability to reflect our brand
- An interest in and excitement about sustainable transportation with experience working on campaigns, programs, etc. in the field of sustainable transportation
- Knowledge of computer programs including Microsoft Office/365 and Google Workspace
- Spanish-speaking and/or experience providing content in both English and Spanish
- Strategic, detail-oriented, ability to self-schedule and organize
- Able to work collaboratively, independently and with cultural sensitivity
- Ability to coordinate and complete multiple tasks thoughtfully in a fast-paced environment
- Demonstrated ability in critical thinking, problem solving and strategic planning
- Resourcefulness, including ability to independently research and reach out to colleagues to gather information, answer questions and solve problems
- Experience working in Canva, MS PowerPoint, Facebook, LinkedIn, and WordPress

MOVE is an equal opportunity employer. Religion, age, gender, national origin, sexual orientation, race, or color do not affect hiring, promotion, development opportunities, pay, or benefits. MOVE provides for fair treatment of employees based on merit. The organization complies with all applicable federal, state, and local labor laws.

Compensation: \$23 - \$28 hourly depending on location and experience. \$2,500 additional annual compensation for candidates able to translate material into Spanish. We offer paid time off for sick leave, vacation, a 401k investment plan match and a Health Saving Account. We do not offer health insurance.

To apply, please submit the following to Admin@MoveSBCounty.org. (Position open until filled.)

- Cover letter including salary expectations.
- Resume highlighting relevant experience and qualifications.