



## OPAL Environmental Justice Oregon

2788 SE 82nd Ave., #203 Portland, OR 97266 

(503) 774-4503 

OPALpdx.org 

## COMMUNICATIONS & NARRATIVE STRATEGY COORDINATOR

### About OPAL

OPAL Environmental Justice Oregon is a 501c3 non-profit located in Portland. Our work is at the intersection of civil rights, environmental justice, and transportation access and equity. We focus on empowering individuals to actively engage in transportation related changes in the Portland metro region in order to increase accessibility for Black, Indigenous, People of Color, youth, low-income, and transit-dependent communities. We have a 14 year legacy of winning victories and growing the movement for environmental justice and a just transition.

### About the Position

The Communications & Narrative Strategy Coordinator will develop and advance OPAL's strategic communications on climate and environmental justice issues and will play a lead role in amplifying the voices of frontline communities most impacted in the Portland metro region. This position is an opportunity to work in an effective, dynamic organization that organizes for environmental and social justice at the intersection of transportation, housing, health and climate resiliency. All applicants must be committed to combating and eradicating anti-Black racism.

### Reports to: Organizing Director

Direct reports: none

Pay: This position is in the union bargaining unit. OPAL and the union are engaged in bargaining now. The current wage range for this position is \$45,000 - 50,000/annually subject to change based on bargaining with the union.

Exempt, Regular, Full Time

Benefits: medical and dental (100% of premium paid), professional development (\$1000 annually), progressive PTO policy, and in addition to 3 weeks of office closure each year.

### Essential and Specific Duties

- I. **SUPPORT OPAL'S DEVELOPMENT, ORGANIZING, ADVOCACY & MORE (50%)**
- Community Organizing - Adding capacity to community organizing programs, specifically in the areas of drafting Op Eds and other written material (preparing and editing speeches and testimonies for staff and members); preparing community leaders for interviews; developing digital communications that amplify organizing strategy, implementing the communications strategy for campaigns (e.g. petitions, texting services, preparing media trainings); draft social media for the Youth Environmental Justice Alliance, Bus Riders Unite, and coordinating media with community partners; collecting and highlighting the stories of membership; managing consent forms of membership when taking event photos and videos; incorporating communications strategies into digital organizing plans to base build and outreach.
  - Development - Develop narrative strategies for grants and general fundraising, edit grant applications, connect the Development Team to grants from community partners, and curate stories of the work that we do with membership and as an organization. Solicit online and in-person donations from potential donors.
  - Policy - Develop, approve and execute strategies for communicating complex policies to membership, eliciting feedback from membership and staff, and creation of 1-pagers for lobbying and advocacy purposes.
- II. **COMMUNICATIONS MANAGEMENT (30%)**
- Channel Management - Curate media across digital, social and print channels. Ensure regular, quality content to maintain a strong brand presence and consistent messaging. Uphold and update as needed OPAL's social media, website (including WordPress and DreamHost management), email and newsletters (Mailchimp and multiple email accounts for the organization), and NationBuilder. Organize OPAL's public-facing calendar and develop original content for blogs, social media posts, events.
  - Evaluation - Track and analyze results of communications campaigns, and prepare reports on the organization's communications. Draft and manage plans to improve the efficacy and quality of communications strategies.
  - Content Creation - Oversee organizational branding and create new materials as needed to advance the OPAL brand, including business cards, letterhead, and apparel that bring a unified aesthetic and represent the organization and our values. Negotiate and run ads including in social media, print media, etc.
- III. **NARRATIVE STRATEGY (20%)**
- Analyze and implement Story-Based Strategy framework, SmartChart, message boxing, and other movement-based tools, dissect mainstream

narratives involving our campaigns, and build compelling counter-narratives that reframe issues and advance our campaign goals. Center the voices of our membership and highly-impacted environmental justice communities in narrative strategy.

- Participate in partner organizations' workshops and trainings, and collaborate with partner organizations on behalf of OPAL to align communications and narrative strategies.
- Develop and sustain relationships with reporters and others in the media on behalf of OPAL.

Position responsibilities include other duties as assigned to meet the mission, vision, and values of OPAL Environmental Justice Oregon.

**Desired Experience:** These desired qualifications and experiences are preferred, but all candidates who are capable of completing the work and meeting the required goals of the position are encouraged to apply.

- 1 year of prior communications experience, either in digital communications or a related field
- 1 year of facilitation experience, either through conducting workshops or in education
- 1 year of prior experience managing social media channels and content creation
- Strong writing abilities, including samples of written materials
- Experience with website building and management
- A demonstrated understanding of broader social narratives affecting impacted communities; an interest in environmental justice, combating systemic racism, and issues around transportation
- Bilingual (particularly Spanish)

**How to Apply:** If interested in applying for this position, please submit a resume and cover letter (attached as PDFs) to [jobs@OPALpdx.org](mailto:jobs@OPALpdx.org).

- Please include the posting you are applying for in the subject line;
- In your cover letter, please indicate how you heard about this position and describe your interest in this position, as well as how you are directly impacted by the issues that OPAL organizes around;
- Include specific examples about how you and your communications work have
  - a. developed an organization's communications strategy,
  - b. supported community organizing and advocacy,
  - c. elevated storytelling in advancing the fight for civil rights and environmental justice.

Please feel free to reach out with questions regarding the application process, or any assistance needed. **Your application must be submitted before end of day on Sunday, December 6, 2020.** This position will remain open until filled. OPAL is

an affirming, positive, diverse work environment. OPAL provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. We strongly encourage applications from people who identify as BIPOC, transit-dependent, low-income, LGBTQ, disabled, and/or women.