



**Goldman Environmental Foundation  
Communications Associate  
San Francisco, CA  
Full Time, Non-exempt**

**ABOUT THE ORGANIZATION**

The Goldman Environmental Prize honors the achievements and leadership of grassroots environmental activists from around the world, inspiring all of us to take action to protect our planet.

Grassroots environmental heroes too often go unrecognized, yet their efforts to protect the world's natural resources are increasingly critical to the well-being of the planet we all share. Thus, in 1989 San Francisco civic leaders and philanthropists Richard N. Goldman (1920-2010) and Rhoda H. Goldman (1924-1996) created the Goldman Environmental Prize ("Goldman Prize" or "the Prize").

The Goldman Prize continues today with its original mission to annually honor grassroots environmental heroes from the six inhabited continental regions: Africa, Asia, Europe, Islands and Island Nations, North America, and South and Central America.

The Prize recognizes individuals for sustained and significant efforts to protect and enhance the natural environment, often at great personal risk. Each winner receives a monetary award, the largest award in the world for grassroots environmentalists. The Goldman Prize views "grassroots" leaders as those involved in local and regional efforts, where positive change is created through community or citizen participation in the issues that affect them. Through recognizing these individual leaders, the Prize seeks to inspire other ordinary people to take extraordinary actions to protect the natural world.

For more information, please visit <http://www.goldmanprize.org/>

**COMMUNICATIONS ASSOCIATE**

The Communications Associate is a core member of the Goldman Prize's communications team. The Associate is primarily responsible for publicizing the environmental achievements of current and former Goldman Environmental Prize winners through the Prize's social media platforms. In coordination with the broader communications team and program staff, the Associate produces, curates, edits, and publishes social media content through our weekly blog and Facebook, Twitter, and YouTube platforms, drafts a monthly e-newsletter, and coordinates social media activities and paid ad campaigns. The position is also responsible for maintaining the Goldman Prize website and providing logistical support for the San Francisco portion of the annual Goldman Prize tour, a 10-day event surrounding the Prize announcement in April. The Communications Associate will report to the Communications Director.

**KEY COMMUNICATIONS RESPONSIBILITIES**

- Coordinate the Goldman Environmental Prize's social media platforms (Facebook, Twitter, and YouTube) by developing and posting daily content, creating engagement with followers, and monitoring sites for spam
- Develop relevant and engaging content that draws connections between current events and Goldman Prize winners
- Coordinate with senior staff and advertising agency any paid advertising campaigns on social media channels to drive exposure and engagement
- Edit footage to create in-house videos for social media content
- Write in-depth weekly blog posts to publish on the Goldman Prize website
- Maintain and update the Goldman Prize website
- Draft and send a monthly e-newsletter
- With the communications team, develop social media goals; track and report on performance
- Participate in weekly communications meetings to plan the editorial calendar and review analytics

- Stay abreast of the latest developments in social media trends, best practices, and emerging platforms that may be relevant to the Prize
- Respond to incoming requests from the public, redirecting inquiries to appropriate staff as necessary
- Maintain the Prize photo and video libraries and place orders as needed
- Design invitations and programs for miscellaneous events

#### **KEY PRIZE ADMINISTRATION RESPONSIBILITIES**

- Assist in editing the Prize docket
- Create regional maps for the final Prize docket
- Work with the Deputy Director to plan Prize tour events and activities
- Provide logistical support for the San Francisco Prize tour including the youth event at Crissy Field, hotel reservations, group transportation, and overnight on-site staffing at the hotel
- With the Program Associate, serve as back-up to Administrative Associate regarding answering phones, greeting guests, supporting meetings, distributing and posting mail, maintaining the kitchen and common areas, etc.

#### **MINIMUM JOB REQUIREMENTS**

- BA or BS in communications, journalism, marketing, or related field
- 2-3 years of related experience as a social media coordinator, preferably at a mission-driven organization or communications agency
- Understanding of social media's role in strategic communications
- Extensive experience and proven success with digital content production, online community management, and audience engagement on Facebook, Twitter, and YouTube
- Experience with social media analytics and reporting
- Experience managing online advertising campaigns, including social media promotions and search marketing
- Experience publishing website content via Wordpress, and some knowledge of HTML
- Strong communication and verbal skills
- Impeccable writing and editing skills for varying audiences and formats
- Foreign language skills, particularly Spanish, are desirable
- Strong command of Adobe Photoshop, Illustrator, InDesign, FinalCut Pro, Salesforce, Google Analytics, and Hootsuite
- Issue knowledge in grassroots environmental activism, climate change, and international development is desired, but not required
- Excellent organizational and project management skills and attention to detail
- Self-directed and works well under pressure
- Works cooperatively and effectively in a team environment

#### **COMPENSATION AND LOCATION**

The Goldman Environmental Foundation offers an excellent benefits package and a competitive salary that is commensurate with experience. This position will be located in San Francisco, California.

#### **TO APPLY**

George Mathews and Associates is assisting the Goldman Environmental Foundation with this search. To be considered for this position, interested candidates must submit a resume, cover letter, and salary requirements to George Matthews at [George@GMRecruiter.com](mailto:George@GMRecruiter.com). Please also direct all applications and inquiries to George Matthews. This position will remain open until filled.

Goldman Environmental Foundation is an equal opportunity employer.