



Career Opportunity

Communications and Media Manager

The Anacostia Watershed Society seeks a full-time Communications and Media Manager to implement the Anacostia Watershed Society's communications strategy by developing creative ways to reach and engage the general public in the organization's work, with compelling content raising brand visibility and messaging to deeply connect and engage diverse audiences to drive environmental action and behavior change. The Manager will craft and communicate engaging stories about our work through print, media, and digital channels and is accountable for managing our website, raising our social media profile with a broader audience, email marketing campaigns, and implementing a media engagement strategy.

The Anacostia Watershed Society has a variety of audiences – volunteers, policy-makers, donors, community leaders, the general public, and media outlets. Our communications strategy must understand the needs of each of these audiences, the organization's impact goals with each, and how best to realize these goals. The Communications and Media Manager will collaboratively think through how best to engage each of these audiences where they are, and develop innovative ways to activate our diverse audiences as passionate environmentalists. The Communications and Media Manager will also track the success of our communications efforts (e.g. through analytics) so we can remain continually adaptive in our communications efforts.

The Communications and Media Manager works directly with the Development and Communications Director and Team and other staff across the organization to identify, engage, and collaborate with diverse and underrepresented communities, partners, and other stakeholders of the Anacostia watershed, a critical strategy of the organization.

The Anacostia Watershed Society strongly believes in progressive learning, and is seeking candidates who will bring innovation, strategic thinking, and creativity to this position. Candidates who do not have direct experience in campaigning or media outreach should not be discouraged from applying.

About the Anacostia Watershed Society

The Communications and Media Manager is a great opportunity to help further develop and grow one of the most effective grassroots, community-based non-profit organizations in the Washington, D.C. metro area. Since our founding in 1989, the Anacostia Watershed Society has worked to protect and restore the Anacostia River and its watershed for all who live here and for future generations. Over the past 35 years, AWS has grown from a small group of concerned individuals into an award-winning, \$3 million+ non-profit with a staff of 20 that is deeply involved in a cause that affects many different Washington, D.C. area communities within the 176 square-mile watershed.

This is an especially exciting time to join the Anacostia Watershed Society's team of professionals as we embark on a new and ambitious strategic plan and prepare for the opening of our state-of-the-art environmental education center at Washington, D.C.'s 11th Street Bridge Park in 2026. The Anacostia Watershed Center will be an enriching resource for the diverse communities who live along both sides of the Anacostia River and will house our award-winning education programs for youth and adults of all ages in the District of Columbia, and Prince George's and Montgomery counties in Maryland.

The Anacostia Watershed Society's mission is to conserve and restore the Anacostia Watershed for all who live here and for future generations. Pursuing this broad mission, the Society takes on issues of natural resources conservation and management, environmental protection, sustainability, community health and welfare, and environmental justice. We collaborate with diverse stakeholders to advocate at all levels of government for policies that promote greater watershed protection and restoration investments. Our field programs work to restore habitat and wildlife, and to connect local communities to the watershed through volunteer activities, boat tours, and canoe and kayak adventures. Our education programs work with schools, students, and adults throughout Washington, D.C. and Montgomery and Prince George's counties, engaging them in the classroom and on the river and its banks, providing hands-on experiences that contribute to current restoration projects and prepare the next generation of environmental stewards. In addition, the Anacostia Watershed Society

serves as the voice for the river, educating, alerting, cajoling, and, when necessary, challenging government officials, business interests, thought leaders, and the public to go to greater lengths to protect the ecological health of the watershed, improve water quality, and mitigate the negative effects of habitat loss, pollution stormwater, and climate change.

Key Accountabilities

- 1) **Digital Storytelling**
 - Partner with program staff to develop meaningful, interesting stories of the organization's work to share with audiences.
 - Utilize all types of media, including video, graphic, data visualization, reports, social, blog posts etc. to meet audiences where they are.
 - Cultivate a personable and informative presence on socials.
 - Ensure website remains up-to-date with community resources, organization's findings, stories of our impact, and calls to action.
- 2) **Print and Email Marketing**
 - Strategize with the Director of Development and Communications the most effective cadence and content for keeping our 20,000+ audience engaged through our print newsletter and email outreach.
 - Partner with the Manager of Volunteer and Recreation Programs to ensure volunteer opportunities are pushed to audiences via website and email outreach.
 - Design effective, yet simple, printed content like brochures, flyers, etc. for tabling events and community distribution.
- 3) **Campaigns and Events**
 - Assist in the development and execution of fundraising appeals, call-to-action campaigns, and awareness-raising campaigns, including audience identification and developing compelling call-to-action language.
 - Participate in and/or represent the organization at outreach events.
 - Serve as a core team member in implementing flagship events, such as the annual Anacostia Watershed Society Earth Day Cleanup.
- 4) **Media Outreach**
 - Support the Director of Development and Communications in planning and implementing how to expand our outreach to local media outlets.
 - Prepare and distribute press releases, advisories, etc.
 - Maintain a database of local media contacts.
- 5) Participate in other special projects, organization-wide efforts, and tasks as assigned.

Key Requirements

- Demonstrated experience in communications and marketing to engage and connect diverse audiences leveraging varied platforms, including social media.
- Commitment and/or passion for environmental sustainability and environmental justice is strongly preferred; enthusiasm for and comfort in the outdoors (on the water and in the field) is valuable.
- Excellent written/verbal communication, editing skills, interpersonal skills, including persuasive and effective communication, that forwards the purpose and mission of the organization.
- Experience in the environmental field is a plus, but not required.
- Effective problem solving and decision-making skills.
- Highly organized and detail-oriented self-starter; proven ability to prioritize even during periods of peak activity and meet deadlines in a timely manner.
- Ability to work with and provide excellent customer service internally and externally, especially experience working in a metropolitan area.
- Self-motivation, innovation, resourcefulness, and a collaborative team player.
- Willing, motivated, and able to work a flexible schedule that includes some evenings and weekends, and travel.
- Physical work may be required (i.e. ability to lift and carry up to 30 pounds).

Required Qualifications and Experiences

- 3-5 years of experience and proven success in implementing communications, marketing, or media strategies, including identifying, targeting, influencing, and engaging diverse and underrepresented audiences; non-profit experience a plus.
- Associate's or Bachelor's degree, or commensurate experience is a plus.
- Demonstrated competence in digital storytelling, social media management, and/or email marketing.
- Proficiency in Microsoft Office required. Proficiency with programs that support marketing analytics, with website tools like Joomla or Drupal, and video/graphic editing software highly desirable.
- Candidates bilingual in written and spoken Spanish and English are encouraged to apply; such skills would be a strong plus.
- Valid driver's license and clean driving record required.

Our compensation package includes competitive base salary and benefits, such as a very generous 403b retirement plan match and a flexible leave program. Salary range is in the low \$60Ks depending on level of experience.

Interested applicants should email a cover letter and a résumé formally expressing interest to askhr@anacostiaws.org.

AWS encourages and embraces diversity. We seek qualified applicants that reflect the rich diversity of the communities we serve.