



SCHOOL OF INTEGRATED LIVING

COMMUNICATIONS COORDINATOR

info@SchoolOfIntegratedLiving.org | (828) 669-2204

ORGANIZATION: The School of Integrated Living (SOIL) runs residential service-learning programs focused on promoting whole-life skills and sustainability education with the aim of inspiring and empowering adults to live responsible and creative lives. The SOIL headquarters and most of its programs are based out of Earthaven Ecovillage, near Black Mountain, NC. SOIL's 2017 calendar is full of exciting programs that range from 2 days to 2 months from March to November.

JOB DESCRIPTION: The Communications Intern carries the VOICE of SOIL with strong leadership in design and written communication. Strategic marketing and communications builds capacity by integrating external communications plan that incorporates all of social media, traditional press, advertising, fundraising and more. The Communications Intern, under the direction of the Director, leads SOIL communications as the driving energy to communicate mission and execute on sales goals for program recruitment and retention.

STRATEGIC COMMUNICATIONS DETAILS:

OVERALL:

- Helps to create a SOIL Voice that reflects values.
- Holds monthly meetings with staff to inform on that month's marketing and communication needs.
- Empowering, supporting and engaging the central staff in their communications roles.
- Cross train, share information and communicate with all applicable staff.
- Work collaboratively with core staff to develop communications/marketing materials and strategies, which promote specific campaigns, programs and services.
- Develop creative and effective print and electronic marketing/public awareness materials that utilize personalized stories and testimonials, as well as engaging images.
- Establish and maintain protocols and procedures for the development and use of communications and marketing materials and initiatives. Serves as the "marketing hub" for the organization and ensures that program/service-specific materials and messages are consistent w/ the overall brand and approach.
- Establish and implement an annual communications/marketing plan with defined goals, strategies, and evaluation mechanisms, with support of Director and other members of Communications team.

ADVERTISING:

- Planning, Negotiating, and Fulfillment. (Includes In-Kind, Ticket trade & fulfillments)
- Works with Branding & Web Specialist to seek and maintain Sponsorships, Ambassadors & Partners.

DESIGN & ART DIRECTION:

- Working with contracted Graphic Designers for flyering and advertising.
- All public pieces will be proofed by this position.

E-NEWSLETTER:

- Creating an e-newsletter schedule, voice, and look.
- Managing e-newsletters - at least one per month (and more in busier seasons).

PUBLIC & PRESS RELATIONS:

- Writing &/or proofing all Press Releases & distributing with the coordinating staff as primary contact.
- Building relationships with local and national media outlets and pitching powerful stories.

- Keeping Press Contacts current.
- Inviting Press to key events, follow up with capturing their stories, and archiving.

SOCIAL MEDIA and SEO:

- Manage and/or oversee Facebook & Instagram accounts (including FB Ads Manager)
- Create a Facebook schedule that strategically integrates all areas/programs.
- Create strategic campaigns to increase Facebook followers by 500-1,000 per year.
- Proficient at utilizing Google web analytics data and optimizing accordingly.

STORYTELLING:

- Integrating captured stories into annual marketing/PR plan.
- Consistent maintenance of blog with current event stories and reflections.
- Recruiting and managing Photographers as well as overseeing the archiving process.

QUALIFICATIONS:

- Experience and proficiency in the scope of work outlined above
- Excellent written and oral communication skills
- Professional, exercises good time management, and pays attention to details
- Excellent leadership and interpersonal skills; ability to work independently and in groups; ability to inspire and lead other staff
- Creative; skilled graphic designer
- Highly organized and able to manage multiple responsibilities
- Proficient in Microsoft Office, Adobe Creative Suite, Google Drive, and daily access to internet
- Ability to provide your own computer, printer, and basic office needs
- Ability to attend regular staff meetings in-person or via teleconference

JOB HOURS: Average 15 hours/week (Part time). Flexible schedule.

EMPLOYMENT TYPE & DURATION: Independent Contractor

LOCATION: A combination of working remotely (e.g. your home office) and working from SOIL's office at Earthaven Ecovillage, 30 minutes SE of Black Mountain.

CONTRACT FEE & BENEFITS: \$12-15/hr depending on experience

- Help meet an important community need
- Participation in select education programs
- Build your portfolio of work and establish employment reference
- Learn about and be mentored in the 8 Shields Leadership Model
- Contribute your skills to an initiative aiming to have positive impact now and for our future generations
- Be part of a supportive team environment whose working culture is fun, dynamic, connective & professional
- Access to SOIL staff's Leadership Development Toolkit (a bundle of resources to grow in nature connection, permaculture, sustainable living, leadership, and relationship-strengthening)

TO APPLY: Email a cover letter detailing your interest in this position, a current resume, and two professional job references to nikianne@schoolofintegratedliving.org; Subject: Communications Coordinator [your name]

For each reference please provide their name, phone number, email, where you worked with them, and the number of years you've known them.