



VIRGINIA LEAGUE OF
CONSERVATION VOTERS

Communications Manager (Hybrid)

Overview

The **Virginia League of Conservation Voters** is seeking an experienced and detail-oriented **Communications Manager** to join our team.

VALCV is a growing, non-profit 501(c)(4) organization that advocates for progressive environmental policies, educates, and endorses candidates for public office, and holds elected officials accountable on issues including our air, land, water, and public health. The VALCV family of organizations also includes the VALCV Education Fund, a 501(c)(3) organization, and VALCV PAC, our political arm that directly helps elect pro-conservation candidates.

The Communications Manager at Virginia LCV is a pivotal role, driving strategic communications to support our mission of safeguarding clean water, clean air, and protected lands for Virginians while advocating for justice and equity. As a team member, they collaborate across various departments, managing social media to engage and expand our digital presence. The role involves staying updated on digital trends and ensuring our relevance.

Additionally, the Communications Manager helps execute our communications plan, maintaining consistent messaging across print and digital media for our development and advocacy campaigns. They are instrumental in member and media engagement, keeping Virginia LCV in the news and inspiring activist involvement. The ideal candidate possesses a background in marketing, communications, media, or journalism, excels in storytelling, and is a detail-oriented self-starter capable of managing multiple tasks in a fast-paced, team-driven environment. This position reports to the Deputy Director.

The current organization budget is \$2.4M with 11 employees located on West Franklin in Richmond, VA. VALCV is an Equal Opportunity Employer committed to a diverse, inclusive, and equitable workplace. Go to www.valcv.org to learn more!

Summary of Primary Job Responsibilities and Duties

- Manages social media channels (Twitter, Facebook, and Instagram) and grows and engages our social media following across platforms through timely, strategic and captivating paid and native content
- Creates compelling, timely, consistent and engaging email and other digital content to advance the mission of Virginia LCV
- Updates, tracks and executes organizational communications plan to ensure strategic focus and consistent member engagement
- Works with the Deputy Director and other program staff to draft and pitch opinion media content, organizational press releases and media advisories; works with program and executive staff to plan and execute media engagement events
- Works with our Development team on digital and print materials that promote and build capacity for our organization; assists in fundraising efforts as needed

- Other duties as assigned

Key Qualifications, Skills, and Abilities

- Bachelor's degree in communications, public relations, or a related field preferred.
- 2+ years of experience in a communications field
- Excellent communication and interpersonal skills.
- Strong project management skills
- Social media fluency
- Experience with graphic design
- Experience developing email outreach campaigns using a CRM
- Strong organizational skills with the ability to multitask and prioritize effectively.
- Thrives in a fast-paced campaign environment
- Must be a dependable team player with a collaborative spirit.
- Proven to be reliable, consistent, organized, and self-motivated.
- Commitment to racial justice and equity
- Commitment to the vision and mission of Virginia LCV

Competitive Compensation Package with a starting salary of \$50,000 + (depending upon experience) and extensive benefits.

Apply by sending your *resume and cover letter* to lfrancis@valcv.org. This position will remain open until filled. No calls please.

EOE M/F/D/V VALCV reserves the right to alter, change, modify and/or terminate job posting at any time without notice, or obligation, to any party.