



# Florida Conservation Voters

## Chispa Communications Manager

**Title:** Chispa Communications Manager

**Status:** Exempt

**Reports to:** Chispa Program Director

### **Description:**

Florida Conservation Voters (FCV) is a statewide advocacy organization that works to turn environmental values into local, state, and national priorities. We engage people in our democracy to protect our environment and create a healthy, sustainable future for all Floridians. We connect people to their political power by mobilizing people, winning elections, holding elected officials accountable, and advancing responsible public policies.

In 2014 our national affiliate, the League of Conservation Voters (LCV), launched Chispa (“chispa” translates to “spark” in English), which is a program that relies on community organizing to build the voice and power of Latinx families to influence the environmental policies and decisions that affect their lives. Chispa members have taken leadership in the fights to keep rooftop solar affordable and accessible, converted dirty diesel school buses to clean electric fleets, cultivated policymakers representing communities of color as champions on environmental issues, demonstrated to Spanish-language media that the environment is a priority issue for Latinx families, and built strong relationships with social justice and environmental groups alike.

We are seeking a Communications Manager to oversee and implement FCV’s Chispa communications strategies by developing opportunities and materials that engage various audiences, particularly Latinx families and leaders, in climate and environmental justice and other issues. We are seeking a bilingual, (English/Spanish, Haitian Kreyol is a plus) culturally competent candidate who possesses strong written and oral communication skills and is results-focused, highly driven, thoughtful, and strategic. The Communications Manager will create strategic, holistic communications plans that emphasize brand management and consistently articulates Chispa Florida’s mission and vision. This position is part of FCV’s communications team and will work closely with FCV’s Tallahassee-based Communication Manager; together they are responsible for managing and coordinating FCV and Chispa Florida communications activities.

### **Key Responsibilities:**

- Build relationships with Spanish-language and Latinx-focused state and local media and ensure ongoing coverage of Chispa Florida’s issues, messages, and spokespeople at the local, state, and national levels.
- Create and implement a dynamic earned and digital communications plan for Chispa Florida.
- Manage incoming press inquiries and requests and coordinate follow-up.
- Maintain a robust database of Spanish-language media contacts and partners.
- Collaborate with FCV’s communications team, other Chispa programs within LCV and the Conservation Voter Movement, as well as LCV’s Communications and Online teams to develop, implement, and evaluate traditional media and social media campaigns that advance Chispa Florida’s goals and build a strong and active social media presence and following for Chispa Florida.
- Write press statements, advisories, releases, opinion editorials, letters to the editor, and other materials that integrate messaging that reflects Latinx culture and values and advances program goals.
- Provide coaching, training, and support to organizing staff for communications related to Chispa Florida campaigns.
- Work with the FCV’s communications team and Chispa Florida team to develop bilingual, culturally competent content for infographics, fliers, fact sheets, and other written materials for diverse audiences.

- Lead media reporting and analyze press mentions on a regular basis.
- Serve as an on-the-record spokesperson.
- Plan media and audience engagement events and other event logistics.
- Work closely with staff to support FCV and Chispa Florida's leadership in coordinating statewide coalitions and shared campaigns.

**Qualifications:**

- Minimum three (3) years experience in media communications; preference given to experience with grassroots community, issue, or labor organizing programs.
- Written and spoken fluency in English and Spanish required; Haitian Kreyol a plus.
- Experience developing, implementing, and evaluating communications plans for short and long-term campaigns or programs.
- Experience with speaking on-the-record to press.
- A track record of successfully engaging different audiences into different levels of advocacy.
- A track record of using social media platforms to advance program goals, including Twitter, Facebook, and Instagram.
- Enthusiasm and a commitment to amplify the voice and leadership of Latinx communities and other communities of color, and confidence in the community's capacity to affect social change.
- Ability to apply FCV's commitment to racial justice to all aspects of communications work.
- Understanding or willingness to learn about climate justice and Florida environmental issues.
- Strong team player with experience incorporating significant feedback received from a variety of partners and consultants.
- The highest level of integrity, confidentiality, and workplace ethics.
- Excellent time management skills and highly organized with an ability to multi-task high priority items.
- The position requires a willingness to work evening and weekend hours.
- Demonstrated knowledge of and relationships with the Spanish-language and Latinx-focused media market and outlets.
- Experience with Microsoft Word, Google Drive Applications, Desktop publishing, and Design tools such as Canva, Animoto, or other similar tools.

**Values:** Must share our organizational commitment to integrating racial justice and equity into the work we do and ensuring an inclusive organizational culture. Must share our strong belief in everyday peoples' ability to affect change and in their fundamental right to be heard by decision makers and to influence the policies and decisions that affect their community.

**Benefits:** FCV provides full-time staff with benefits including vacation and sick time, a health reimbursement arrangement, and after two years of employment, a retirement savings plan.

**Location:**

While FCV's main office is located in Tallahassee, Florida, **this position will be based remotely in Central Florida (Orlando, Kissimmee).**

**To Apply:**

Send your resume and a cover letter explaining why you want to work for FCV, a work sample in Spanish, and your resume to [laura@fcvoters.org](mailto:laura@fcvoters.org). Please include "FCV Chispa Communications Manager" in the subject line. Position open until filled. Salary is commensurate with experience, ranging from \$43,000 to \$48,000 annually.

***FCV is an Equal Opportunity Employer Committed to Racial Justice, Equity and an Inclusive Workplace***