



Environmental Justice Communications Associate – Project Assistant Position

Status: 40 hrs/week, Full Time Exempt

Reports to: Communications Manager

Location: Eugene, Oregon

Salary Range: \$42,000 - \$49,000, expected salary commensurate with experience.

Training Stipend: \$500 annually

Benefits: Health Insurance, Retirement Plan, Paid Holidays, Paid Time Off, Flexible Hybrid Work Schedule.

Spanish bilingual skill: Beyond Toxics provides an additional compensation for Spanish bilingual skills commensurate with experience, skill level and proficiency.

How To Apply: Send the following: resume, cover letter, writing sample to kabrams@beyondtoxics.org with a relevant subject line: "EJ Comms Associate position", or "EJ Communications Position Application."

Once you've sent in your application materials, fill out our employment form here: <https://forms.gle/mUb12kgJYVXs47ds9>

Position will remain open until filled.

Position Overview

The Environmental Justice Communications Associate will lead and implement online marketing programs and strategies to enhance constituent awareness of Beyond Toxics' environmental justice work throughout Oregon. This role emphasizes website maintenance, creative storytelling, and digital engagement to inspire advocacy and action.

Roles & Responsibilities

- Develops and maintains positive professional relationships with staff and collaborates effectively on communications goals.
- Collaborates with communications staff and other Beyond Toxics staff to understand goals and scope of campaigns.

- Analyzes existing website traffic, internet activity, and social media engagement to assess program visibility and effectiveness.
- Designs and implements innovative web-based marketing strategies, including search engine optimization (SEO) techniques, to engage, educate, and activate communities, as well as attract donors and supporters.
- Ensures daily updates to the website, including checking all links, maintaining visual consistency, and verifying accuracy across all pages.
- Manages the organization's WordPress website, demonstrating excellence in content creation, website construction, repair, and behind-the-scenes technical work.
- Creates connections between website pages and improves navigation strategies to enhance user experience and engagement.
- Writes and edits original, creative content for digital platforms, including blog posts, web pages, email campaigns, and social media posts, to launch compelling advocacy campaigns.
- Manages organizational LinkedIn accounts and expands their use for professional engagement and visibility.
- Organizes strategies to create seamless connections between web pages, leveraging internal linking to boost accessibility and visibility.
- Develops and implements digital marketing strategies to engage audiences and educate them on how to take meaningful action.
- Identifies and utilizes appropriate social media platforms and other web-based tools to promote programs, stories, or advocacy positions.
- Compiles and analyzes data to measure the effectiveness of campaigns and reports results to management, addressing questions or concerns.
- Collaborates with staff across departments to recommend improvements to campaigns and develop new digital marketing opportunities.
- Ensures projects are completed on time, within budget, and aligned with organizational goals.
- Requires compliance with in-office work policies, contributing to a collaborative and dynamic work environment.
- Performs other related communications tasks as assigned.

Required Skills/Abilities

- Advanced proficiency with WordPress, including website content management, basic HTML knowledge, and backend troubleshooting.
- Strong understanding of digital marketing strategies, including campaign promotion and audience engagement through social media channels.
- Proven ability to create and execute innovative digital campaigns to inspire advocacy and action.

- Exceptional writing and editing skills, with a focus on original, compelling storytelling tailored to diverse audiences.
- Exceptional organizational skills and superior attention to detail, particularly in managing links and ensuring website functionality.
- Proficient in Google Workspace and Microsoft Office Suite, with competency in online analytics tools.
- Passion for environmental justice and commitment to the mission and values of Beyond Toxics.

Preferred Skills/Abilities

- Ability to demonstrate excellence in website construction, maintenance, repair, and user experience enhancement.
- Ability to write effectively and fluently in Spanish.

Education and Experience

- Bachelor's degree in business marketing, communications, environmental studies, or a related field.
- Up to three years of demonstrated success in internet marketing and digital strategy implementation.
- Proven experience with website management, content creation, and project development.

Physical Requirements

- Prolonged periods sitting (or standing) at a desk and working on a computer.
- Must be able to lift up to 20 pounds on occasion.

Our office is in an ADA-accessible building, and we warmly welcome applicants from all backgrounds. Beyond Toxics is an equal opportunity employer and does not discriminate based on race, gender, age, disability, religion, sexual orientation, or any other characteristic. We value diversity and inclusivity in our workplace and encourage all qualified people to apply.

Questions? Contact Krystal at kabrams@beyondtoxics.org or call **541-543-2447**.