JOB DESCRIPTION

POSITION: Online Communities Coordinator
STATUS: Exempt, Full time
SUPERVISOR: Associate Director of Youth Engagement and Partnerships
LOCATION: Virtual

BACKGROUND
EarthEcho International is a nonprofit dedicated to building a global youth movement to protect and restore our ocean planet, a critical part of creating a sustainable and equitable future for all. Established by explorer and advocate Philippe Cousteau, Jr, in honor of his father, Philippe Cousteau Sr., and grandfather, legendary explorer Jacques-Yves Cousteau, EarthEcho’s mission is to build a global youth movement to protect and restore our ocean planet. We reach more than 2 million people in 146 countries, providing original education content, immersive training, leadership experiences, and active collaboration networks free of charge for youth and the teachers and community leaders who work with them. Our signature programs equip individuals and groups to identify local needs, develop plans, and take action starting in their own communities as part of a larger connected global network of changemakers.

THIS ROLE AT EARTHECHO INTERNATIONAL
EarthEcho International has an immediate opening for an Online Communities Coordinator to curate and moderate EarthEcho’s vibrant online community of youth environmental advocates and the educators who support them. We’re looking for someone who understands online communities and is excited to empower people, conversations, and experiences in collaboration with our members.

EarthEcho International’s Online Communities Coordinator plays an essential role in managing online learning and membership communities, helping them grow into thriving forums that uplift collaboration. This position reports to the Associate Director of Youth Engagement and Partnerships, but also works closely with the VP of Programs while supporting both the youth and educator online communities. The Online Communities Coordinator is responsible for managing the day-to-day elements of both communities, managing content/campaign creation, driving engagement, delivering an experience that nurtures collaboration, and ensuring the community delivers value to youth mobilizing to take action around ocean issues.

POSITION OVERVIEW
We seek an experienced and passionate community coordinator with strong communication and campaign-building skills who can foster human connections and help direct valuable discourse that benefits those in EarthEcho’s various communities. This work includes the following:

- collaborate with EarthEcho leadership to design recruitment and engagement campaigns to support expansion of the EarthEcho communities both in membership and scope as informed by the interests of community members;
- moderate and engage two distinct online communities consisting of 1) youth ocean activists from across the world and 2) formal and informal educators who support the growing pipeline of youth ocean activists in our schools and communities; and
- strategically implement courses and continuing education to build value in the community while leveraging opportunities to create revenue.

Responsibilities
• Assist in defining overall strategy and annual development of roadmap for communities’ engagement
  o Define KPIs and execute against them
  o Define and track community success metrics; regularly communicate findings back to relevant teams within EarthEcho
• Co-develop and deploy creative engagement strategies for driving community membership and engagement while rewarding active participation
• Run the day-to-day operations of the communities, including managing a team of community moderators and community leaders
• Create and manage a content calendar for the communities, ensuring continuous delivery of valuable member facing content
• Develop strong cross-functional relationships with EarthEcho’s programs and communications teams identifying opportunities to engage with community members
• Consistently moderate within communities to protect the safety of community members, given that some members of the youth community are under the age of majority (18 in the U.S.)
• Perform regular content audits and updates to ensure community content is up to date with latest messaging and releases
• Assist programs and communications teams in creating projects, news, social media posts, and supporting materials to encourage transparency and community development
• Provide coaching and support to group leads to empower group initiatives and autonomy
• Manage and streamline inbound communications utilizing tools offered in the community platforms
  o Collaborate with the EarthEcho team to provide regular community member updates utilizing e-mail and notification tools offered through the community platform
• Assist in organizing member events (both online and in-person), build out event content, promote events online, and serve as on-camera host/moderator when applicable
• Collaborate with the Curriculum and Professional Development Director, along with EarthEcho leadership team to create and deploy professional learning courses for community members
• Collaborate with EarthEcho leadership to initiate opportunities to generate revenue within the communities through strategies including: promotional ads within the community, sponsored spaces within the community, and fee-based professional learning courses

QUALIFICATIONS
This is a permanent full-time position on EarthEcho’s team. EarthEcho operates a fully remote office thus some limited travel will be expected to carry out the duties of the position (travel <10% FTE).

Essential Requirements
The following are required to function effectively in this position:
• Must be authorized to work in the United States. EarthEcho International does not sponsor applicants for any kind of work visas
• 2+ years of experience in online community development or support AND 2+ years of experience in campaign/membership recruitment (applicable unpaid experience will be considered)
• Strong project management and collaboration skills with peers and external stakeholders
• Strong technology skills
• Excellent oral and written communication skills
• Cross-functional team support experience
• High energy, positive attitude, flexibility, and high degree of initiative - this cannot be overstated
• Comfort working remotely; comfort working both independently and within a team structure
• Possess a high level of professional and personal integrity
• Commitment to the power of youth collective action for change

Preferred Skills/Experience:
• Digital design skills a plus
• Fluency in non-English language beneficial with Spanish fluency highly desirable

WHO WILL THRIVE IN THIS ROLE
We are looking for more than just hard skills and experience; we are looking for colleagues who share our values and add value to the culture of EarthEcho International by:
• Connecting to our mission. Do you believe that a youth movement will provide the durability needed to build a more sustainable world?
• Thriving on Innovation: Do you love to problem-solve and bring your own new ideas to life?
• Committed to Justice, Equity, Diversity, and Inclusion in your work and life. Do you understand that conservation and environmental work have historically and unjustly excluded communities, particularly BIPOC communities? Do you want to work with a team that centers social justice as essential to solving the challenges of a deteriorating ocean and climate?
• Resourceful: Are you able to work independently and develop potential solutions to overcome problems or limitations?

ADDITIONAL INFORMATION
• EarthEcho International is an Equal Opportunity Employer.
• Salary is in the $45,000 range, commensurate with experience.
• EarthEcho offers a competitive benefits package, including payment of full medical, dental, and vision premiums and reimbursement toward full deductible.
• EarthEcho International requires its employees to be fully vaccinated and up to date with their COVID-19 vaccines unless they are approved for an exemption as allowed under federal and applicable state law. Unless approved for an exemption, new hires must provide proof of COVID-19 vaccination at the time of hire, and offers of employment will be contingent on compliance with EarthEcho International’s COVID-19 vaccination policy. Any documentation received is treated confidentially in accordance with applicable law. A copy of EarthEcho International’s COVID-19 vaccination policy will be provided to individuals to whom offers of employment are made.

TO APPLY
Please send the following materials to jobs@earthecho.org with “Online Communities Coordinator” in the subject line.
1. Cover letter describing your interest in this position and salary requirements.
2. Resume or curriculum vitae.
3. One page (or less) narrative description of your most relevant prior experience in developing content for and driving recruitment to an online community. This can be any content-driven online community.
4. If available, please include sample content from or link to a community which you had a significant role in managing or initiating. If sharing content from a closed community, please be mindful of any privacy restrictions for the community and note that this element is not required for consideration in the position.

THE DEADLINE TO APPLY IS MONDAY, JULY 5, 2022.

All applicants should receive a response email acknowledging receipt of their application materials, though please note this may not be until July 5 due to travel schedules.