

## **Bay Area Resilient by Design**

### **Communications Manager Opportunity – 15 Month High-Visibility Bay Area Project**

The [Bay Area Resilient by Design Challenge](#) (RbD) is an international design competition that will propose innovative, scalable, and financeable resilience projects on 10 sites along the San Francisco Bay shoreline. The projects will deliver multiple benefits for the communities and assets that they are designed to protect. RbD is inspired by the significant effort deployed after Hurricane Sandy in the New York/New Jersey/Connecticut region through the Rebuild by Design project. Unlike the crisis situation on the East Coast, the Bay Area RbD effort is designed to increase the resilience of Bay Area communities to future risks posed by rising sea levels.

Over the course of 15 months, RbD will invite Bay Area, national, and international designers, architects, developers, and financiers to create and implement visionary, realistic, and replicable solutions that enable neighborhoods and communities to adapt now to the future effects of rising sea levels, increasing storms and flooding, and seismic vulnerabilities. These solutions will be developed in partnership with residents, businesses, and community-based organizations, and with local and regional political leaders. Just as important, they will bring multiple benefits to those communities and the region, e.g., protecting at-risk populations, enhancing the natural environment, and bolstering critical infrastructure.

The Communications Manager will work with the Managing Director to develop and execute all communications strategies, outreach, and materials.

#### **Key Responsibilities**

- o Provide strategic communications planning
- o Manage communications firm, website, and outreach materials
- o Execute and maintain social media strategy
- o Work with Community Outreach Director to create and execute communications strategies supporting community engagement
- o Manage website development process and maintain website
- o Keep abreast of news and info relevant to RbD's various audiences and creatively find ways to leverage that to RbD's benefit
- o Monitor, track and optimize RbD's online presence and visibility
- o Help design, execute, and promote events
- o Encourage cross-pollination amongst design teams (create internal newsletter, event promotion, etc)
- o Prepare public presentations, write op-eds, blog posts, and press releases

#### **Minimum Qualifications**

- **Experience**
  - o A Bachelor's degree with 3-5 years relevant experience
  - o Successful history of managing both internal and external communications and marketing responsibilities
  - o Demonstrated experience working with a diversity of communities in the Bay Area
- **Abilities**
  - o Commitment to the vision of Resilient by Design

## *RbD Communications Manager Opportunity – Cont'd*

- o Experience creating and implementing communications strategies
- o Expertise in developing a working relationship with news media contacts
- o Excellent presentation, written, and oral communication skills
- o Experience with or willing to learn common CMS, html, wordpress, mailchimp, and/or other online communication and campaign tools
- o Proficient in Adobe Creative Suite, graphic design a plus
- o Passion for social change, ability to be creative, strong sense of humor, flexibility and wants to work with fun people
- o Ability to work effectively in a diverse, nimble, entrepreneurial, and time-sensitive organizational structure that requires managing multiple objectives simultaneously and within expected time frames
- o Ability to represent a diverse collaboration of partners, recognize cultural sensitivities, and be politically astute

### **Selection Process**

Resumes will be reviewed on a rolling basis, with the goal of having the role start no later than April 10, 2017. This full-time role will last approximately 14 months and can be structured as a contracted role or a salaried, time-limited position with the Trust for Conservation Innovation, a non-profit organization based in the Bay Area that serves as the fiscal sponsor for this effort. The core team for the project will be housed at the Bay Area Metro Center at 375 Beale Street, San Francisco, CA.

Please send a cover letter describing your interest and relevant experience for the position, a writing sample, and a resume to the email listed below. Feel free to include other relevant supporting materials as well. Emails can be addressed to the RbD Hiring team and sent to the following email address: [hiring@resilientbayarea.org](mailto: hiring@resilientbayarea.org) with “**RbD Communications Manager**” in the subject line.

We value and promote diversity in the workplace and we are committed to providing equal opportunities to all team members without regard to race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability, genetic information, marital status, amnesty or status as a covered veteran in accordance with applicable federal, state and local laws.