



Position Title: TCI LEAF Fellow - Communications Coordinator

Location: Fully remote

Status: Part-time paid fellowship, non-benefits eligible.

Duration: January 16, 2024 - April 5, 2024

Time commitment: Maximum of 10 hours per week plus an additional 8 hours of paid professional development over the semester. Work schedule is flexible with weekly availability expected during Eastern time zone business hours.

Compensation: \$20 per hour

The Climate Initiative (TCI) is a scientifically-based education organization dedicated to helping solve the climate crisis. The uniqueness of TCI's approach is its focus on educating and empowering youth. We believe that the generation most at risk will shift politics, stimulate solutions, and ultimately be agents of change. We also believe that it is important to educate about climate change in a nonpartisan way. Our vision is to create a cohesive voice at the grassroots level to push for climate-friendly policy and action in this time of crisis.

The IPCC notes, "Impacts of climate change are likely to be felt most acutely not only by the poor, but also by certain segments of the population, such as the elderly, the very young, the powerless, indigenous peoples, and recent immigrants, particularly if they are linguistically isolated". TCI values diversity, equity, inclusion, and belonging, and our workforce should reflect the communities we are activating.

The **LEAF Fellowship Program** at The Climate Initiative provides paid employment and professional development to empower, train, and mentor young adults to support the creation of a climate ready workforce and a generation of young leaders for climate action.

LEAF fellows are hired to complete an in-depth fellowship in a specific department or function of The Climate Initiative, but they are exposed to all of the major operations of a nonprofit organization. By the time they complete their fellowship, every LEAF fellow will acquire new knowledge and skills in programs, policy, marketing and communications, and development.

Capstone Project: Each LEAF cohort will work collaboratively on a culminating project focused on the most critical aspect of nonprofit leadership: development. Fellows will work cross-departmentally on this project and receive informal mentorship in development, marketing and communications, and project management. Fellows should spend no more than four hours per week at any given time working on the project.



Position Overview:

TCI is seeking a Communications Coordinator Fellow who will play a pivotal role in expanding our online presence, cultivating our social media brand, and engaging core audiences in our mission. Reporting to TCI's Director of Communications and Marketing Manager, the Communications Coordinator Fellow will be responsible for bolstering an authentic brand voice that resonates with our key demographics of youth ages 13-23, educators, and mission supporters.

Qualities and Skills:

The ideal candidate for this fellowship is a passionate advocate for using their voice and creative talents towards making a positive impact within the climate change education and empowerment realm. They are an effective communicator and possess strong social media and design skills to effectively connect with the targeted youth demographic. Desired qualifications and skills

- Highly collaborative, flexible, team player
- Creative thinker
- Broad communication capabilities
- Design knowledge and capabilities
- Proficient in Google Suite, Canva, Adobe Suite, Microsoft Office
- Technology fluency for all pertinent social media platforms
- Strong writing skills
- Strong project management / organizational skills
- Self-driven and motivated
- Passion for tackling the climate crisis

Key Responsibilities:

- **Graphic Design:** Provide creative support for digital and traditional materials, including event promotions.
- **Social Media Management:** Improve and manage social media strategy across various platforms to drive engagement and awareness.
- **Content Creation:** Plan, create, and post compelling content that resonates with our core audiences.



- **Email Marketing:** Assist in email marketing campaigns, communication, and upkeep of our audience.
- **Website Management:** Support the management and upkeep of TCI's website, ensuring it aligns with our communication strategies.
- **Community Engagement:** Engage with our active online community by responding to comments, messages, and fostering discussions. Connect with our youth engagement manager on ways to cross-promote between public facing content and that with our ambassadors.
- **Trend Awareness:** Stay updated on the latest social media trends and implement strategies to benefit TCI.
- **Analytics:** Monitor and analyze social media performance, adjusting strategies as needed to optimize engagement.

Success metrics for this role:

- Create and disseminate a minimum of **4** email campaigns that align with TCI's mission.
- Maintain and improve TCI's **monthly average** in likes, comments, and shares
- Create a minimum of **12** posts for TCI's social media platforms
- Measure trends, sentiments, and respond to at least **80%** of interactions with TCI's media
- Completion of cohort capstone project and reporting of outcome measures

Physical Requirements: Prolonged periods of sitting at a desk and working on a computer and must be able to lift to 50 lbs as needed.

Educational Experience: Current undergraduate or graduate student at a 2 or 4-year institution OR comparable life and work experience

TCI Disclosure Statement: The Climate Initiative understands and acknowledges that systems of oppression and societal inequities shape the lived experiences of individuals. This mainly affects BIPOC, low-income, disabled, LGBTQIA+, and other historically excluded identities, many of whom will experience imposter syndrome and doubt their qualifications. The manifestation of imposter syndrome leads candidates to be the first to say no to themselves. At The Climate Initiative, we want our workforce to represent the communities we are activating. Therefore, TCI strongly encourages members from these communities to apply — your perspectives, perceptions, and experiences hold power to enact change and inspire additional voices from these underrepresented communities to take action.

UPDATED Selection Timeline:

The internship job posting closes on November 24.



TCI staff reach out to candidates to schedule interviews beginning November 27.

Interviews take place during the week of December 4-7.

All candidates receive notice of hiring status by December 15.

Fellows will attend virtual orientation from January 16-19.

Application Steps: To apply for this position, please submit a resume and a cover letter or video introduction that specifically addresses your interest in at least one of the following: climate action, nonprofit management, youth empowerment, or social justice. Application materials should be emailed to Caitlin Neal-Jones, Fellowship Program Manager at: **caitlin@theclimateinitiative.org**

Questions about this position can be directed to the same email address.