



One Climate. One Future. One Chance.

POSITION ANNOUNCEMENT – August 11, 2008
Online Community Organizer

1Sky (www.1sky.org) is a highly collaborative new national campaign in the United States catalyzing a society-wide movement in support of bold federal action to tackle global warming. The 1Sky policy platform represents the scientific bottom line – the solutions we must implement immediately to avert catastrophic climate change and transition to a green economy. The 1Sky strategy combines dozens of allies nationwide in a campaign driven by powerful field and organizing, voter education, and Internet and communications strategies to communicate a highly visible public demand for Congress and the President to implement the 1Sky platform as quickly as possible. 1Sky is building a central staff of approximately 15 located Takoma Park, MD, that works cooperatively with 1Sky allied organizations and individuals around the country to carry out our mission.

1Sky is seeking a smart, motivated, and experienced Online Community Organizer to guide and support the 1Sky campaign's engagement with a growing community of local volunteer leaders throughout the U.S. and to implement internet related outreach and marketing initiatives that scale the reach and impact of 1Sky's campaigns. S/he reports to the Internet Director and works closely alongside the Online Communications Coordinator.

PRIMARY RESPONSIBILITIES

- Working with the Internet Director, Field Director and any technical web development staff or vendors, support and maintain all elements of a new suite of group collaboration and local organizing tools (launching early Oct 08).
- Provide direct organizing support and technical assistance to volunteer leaders engaged in organizing their communities via 1Sky's new suite of online collaboration and group organizing tools. This includes fielding phone calls and responding emails from individuals in a timely fashion, as well as developing relevant online resources and materials.
- Conduct extensive ongoing monitoring and reporting of the online community's growing and evolving needs, feedback, and progress via both qualitative and quantitative methods.
- Serve as one of several principal ambassadors or online liaisons to a growing community of leaders organizing their communities in support of strong federal climate policy.
- Working with the Internet Director, build relationships with bloggers and other online influencers and leverage them to get the word out about 1Sky campaigns.
- Manage 1Sky's online presences within multiple existing online communities and online social networking sites (e.g. Facebook, YouTube).

1SKY EDUCATION FUND

6930 CARROLL AVENUE, SUITE. 1000 • TAKOMA PARK, MD 20912
T (301) 270-4550 • F (301) 270-4588 • www.1sky.org

- Adapt existing direct marketing and other materials for online outreach communications.
- Develop and execute online outreach and promotion plans for every campaign initiative that includes an online component
- Help build relationships with online communications staff of partner organizations to effectively shape 1Sky's online communications strategies.
- Provide assistance and support to 1Sky organizers in 20 states and organizational allies network when appropriate.
- Contribute to internet team's development of overarching concepts and messaging for www.1Sky.org and its campaigns.
- Work with the cross-departmental communications team to develop a plan and the tactics for a consistent and concerted online mobilization, outreach, fundraising and membership development.
- Work with the Online Communications Coordinator to assist in writing and editing emails and blog / web content, including calls to action and fundraising appeals, when necessary.
- Assist Online Communications Coordinator in moderating citizen-generated content, such as blog posts and comments.
- Contribute to internet team's ongoing tracking and analysis of metrics.
- Manage timely presentation and completion of deliverables, including after-project reviews and regular status updates.
- Write copy for the full range of www.1Sky.org functions and audiences.

PROFESSIONAL REQUIREMENTS

- Bachelors degree in Communications, English, Marketing, Public Relations or related field.
- Natural troubleshooting ability and an innate understanding of internet technology and internet communication.
- Experience creating and maintaining online content both manually and with a content management system (CMS).
- Experience using and managing a database or constituent relationship management system (CRM).
- Experience with blogs, social networking and online community sites, online campaigns, and email list communications.
- Experience with grassroots community organizing (online and/or offline).
- Experience with online community management.
- Experience with online marketing, partnerships, advertising, and/or promotion.
- Experience translating scientific or policy minutia to the public and decision-makers, without sacrificing the integrity of the 1Sky solutions.
- Excellent writing skills for diverse audiences: the press; the public; policy professionals.
- Solid project management experience.

- Ability to organize and manage multiple priorities and perform problem analysis and resolution at strategic and functional levels.
- Enjoy working under pressure, under deadline, and can think quickly on your feet.
- Strong judgment on what kinds of tactics and campaigns will engage diverse audiences online and offline.
- Excellent organizational, written, oral, and interpersonal communication skills.
- Demonstrated resourcefulness, optimism, and flexibility
- Exceptional interpersonal and communication skills, especially writing and content creation.
- Patience, a sense of humor, and good social interaction skills.

START DATE: Immediately

SALARY: Competitive salary, commensurate with experience and salary history. An excellent benefits package is offered.

SUBMISSIONS: Cover letter, resume, and contact information for three (3) references from your most recent employment and/or education.

APPLICATION DEADLINE: Rolling, apply as soon as possible.

PLEASE SEND APPLICATIONS TO: jointheinternetteam@1sky.org in PDF or Word .doc formats

NOTE: We are only accepting applications by email. Please do not make any inquiries about the position or the status of your application. Because of the volume of applicants we anticipate, we cannot respond individually to each application. We will contact those applicants that are of interest to the Search Committee directly.

1Sky is an equal opportunity employer. We carefully consider applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status.