



Communications & Engagement Coordinator

About SBR

The Western New York Sustainable Business Roundtable (SBR) is a collaborative group of 75+ member organizations across the Western New York region that aim to integrate sustainability into their organizations to benefit staff, the environment, and their bottom line. Member businesses across industries, and in both public and private companies, commit to establishing and implementing business practices and principles that optimize use of energy and materials, reduce waste and pollution, and enhance community investment. As a 501(c)3, SBR provides networking and educational programming to support regional businesses in setting and achieving sustainability targets.

Your Position With SBR

SBR seeks a motivated, highly organized Communications and Engagement Coordinator to manage the organization's external and internal communications. The Communications and Engagement Coordinator will promote a positive public image and coordinate the dissemination of information on the organization's behalf in order to enhance and maintain engagement of current member businesses and increase awareness of the organization throughout the region to retain and recruit new members. In alignment with the strategic goals of the organization, the Communications and Engagement Coordinator will work to increase outreach and engagement with small and disadvantaged businesses, as well as Minority and Women Owned Business Enterprises (MWBE). The Communications and Engagement Coordinator will work closely with the Communications Committee to advance the organization's communications strategic plan and goals.

The Communications and Engagement Coordinator will also provide support to SBR's grant, contractual commitments. In particular, the implementation of SBR's subcontractor role in the New York State Energy Research and Development Authority (NYSERDA) Regional Clean Energy Hub. The successful candidate will develop promotional and educational marketing material such as websites, social media, event graphics, and flyers for SBR's programming and events, as well as conduct targeted outreach to SBR member businesses and businesses within disadvantaged communities (DACs) to increase participation in SBR and Hub related events. The organization's monthly e-newsletter will be developed, written, edited, and managed by the Communications and Engagement Coordinator as an avenue to enhance wider SBR recognition and promotion of events.

The Communications and Engagement Coordinator will provide ad-hoc support to other SBR committees, the Program Coordinator, and the Executive Director as needed. This is a four-year part-time funded position with potential for renewal. This position is remote; however, the selected candidate must be able to attend in-person events in the Buffalo-Niagara region. The Communications and Engagement Coordinator will report to the Executive Director.

Responsibilities

- Develop effective corporate communication strategies
- Create consistency and clarity throughout SBR's marketing and communications
- Enhance the reach of SBR's marketing throughout WNY
- Manage SBR's social media platforms, newsletter, and website
- Advance SBR's communication strategic goals
- Increase engagement of current SBR member businesses
- Market and promote SBR programming and events
- Conduct targeted outreach to SBR member businesses and businesses within DACs for participation Hub related events
- Work with PUSH Buffalo to develop an effective curriculum for sustainability and equity
- Support Hub outreach and marketing
- Assist with Hub reporting

Skills & Experience

- Experience in communications and community engagement
- Experience with social media and newsletter marketing
- Experience in web design and content production is a plus
- Robust engagement and outreach skills
- Highly organized, with exceptional attention to detail and time management skills
- Highly collaborative and adept at working well in a team environment
- Ability to engage on sustainability topics across regional businesses of various sizes and industries, and at all levels (resident, employee, leadership)
- Ability to work autonomously, balance multiple deadlines and deliverables, and adapt to changing circumstances
- Experience with Google applications such as Drive, Docs, Sheets, Slides, etc.
- Proficient command of English
- *Preferred Experience:* 1 - 2 years direct involvement working with communities or businesses within DACs; particularly those in Western New York

Compensation: \$30,000 - \$32,000, part-time (30 hours per week)

Desired start date: April 1, 2023

How to Apply

If you are interested in applying, please send your resume and cover letter to alex@wnysustainablebusiness.org with "Communications Coordinator Position" in the subject line. We look forward to hearing from you.

SBR is an equal opportunity employer. We encourage applications from individuals who are impassioned contributors to our efforts to build and support a diverse, equitable, and inclusive workforce. Women, people of color, LGBTQ people, and others with life experiences that speak to this mission are strongly encouraged to apply. The diversity we seek includes, but is not limited to, race, religion, ethnicity, sex, gender identity, sexual orientation, socioeconomic circumstance, geographic background, ability and disability, veteran status, political ideology, and age.