

BFFP US Communications Officer

This role provides US focused communications campaigns - with a focus on membership engagement and facilitating the comms expertise within movement membership. May also provide specialised support in terms of corporate campaigning communications.

In practice it is likely to focus:

- Movement engagement, capacity and facilitation (comms communities of practice)
- Targeted work around corporate campaigns and membership organising communications.

Job Title	Break Free From Plastic (BFFP) US Communications Officer
Role Type	Full Time This role currently has funding until April 2021 with the possibility of extending based on funding available
Salary and compensation	\$65,000-\$75,000 based on experience
Role Location	Remote work. Los Angeles or Bay Area preferred. Other areas considered for the right candidate.
Role Flexibility	Flexible working hours are required <ul style="list-style-type: none"> • As this role works across time zones, working hours will frequently be outside of normal office hours. This includes work on weekends. • Some domestic and international travel may be required.
Reports To	The Communications Hub adopts a matrix management system, this position will report to multiple managers. <ul style="list-style-type: none"> • The Communications Officer workflow will be managed jointly by the Global Communications Hub Lead and BFFP US Regional Coordinator. • The Communications Officer will also have a reporting relationship to Earth Island Institute through the US BFFP Regional Coordinator
Direct Reports	This role may have some supervisory responsibilities for consultants and third party suppliers as delegated

The Role

Break Free from Plastic (BFFP) US Communications Officer develops and implements integrated communications strategies for the United States of America to achieve BFFP's objectives in the country. The role provides comprehensive communications support - from media work to publication and content creation to movement capacity building. The role also supports the development of a strong communications community of practice in the US and provides coordination services for the calendarisation, delivery, sharing and amplification of relevant communications output to target audiences - in the USA and, from the USA around the world. The role works closely with the US Coordination BFFP Team and the Global Communications Hub.

The BFFP movement has over 90 members working throughout the United States and a few members working in Canada

What success looks like

- Winning key communications objectives that progress a narrative that a future free from plastic is possible in the USA.
- Working with a strong community of practice of communications professionals from the BFFP Movement who ensure that the BFFP key campaigns reach the target audiences
- Collaboration and co-creation with Comms Hub, US Coordination team and other colleagues within BFFP, for the achievement of BFFP global strategy (Tagaytay 2.0), in accordance with regional and global priorities.

Key Responsibilities and Duties

1. Design communications strategies, campaigns and tools

- Develop communications strategies, plans and programs on plastics pollution and ensure their successful implementation of peaks and pushes globally and in coordination key stakeholders;
- Conceptualize, write, edit, produce and distribute Break Free materials for offline and online use by partners and allies in the region including press releases, briefing papers, reports, brochures, op-eds, articles, letters, videos, photo stories, memes, videos, infographics, etc. Coordinate lay-out, printing and publication of Break Free materials into high-quality creative and user friendly products.
- As agreed, provide communications - and Communications Hub - leadership (US and globally) to specific projects, including provide branding advice and communications sign off to communications tools and outputs. .
- Facilitate as required, US communications working groups or project based communications teams from the movement.

2. Implement priority communications strategies

- Craft audience-appropriate messaging, using appropriate tactics and platforms. Ensure coherence and consistency of messaging by Break Free allies and partners, based on agreed global communications strategy;
- Develop, manage and maintain relationships with print, broadcast and online journalists, editors and other media decisions-makers in the US. Manage the database of these contacts and facilitate media requests with movement partners and resource persons;
- Push stories from member organizations and help amplify these stories using various communication platforms. This includes organizing and implementing press events and activities, including necessary logistics for identified movement activities.
- Contribute to building a strong, vibrant and engaging social media presence for the Break-Free from Plastic Movement.
- Support communications tools needs for global 'peaks'.

3. Support communications capacity in the US for BFFP and engagement strategies for the movement.

- Provide guidance and advice to partners and allies in the US towards aligning the communications strategies of movement members and partners on plastic pollution.
- Support the engagement strategies for BFFP US, in particular in amplification of BFFP US movement members.
- Develop a community of practice around communications within the US movement and build the communications capacity of movement partners and allies in the region via the provision of skill shares, training etc with an emphasis towards grassroots and environmental justice organizations.

4. Supervise and align as required

- Oversee third-party contractors depending on projects (i.e. graphic designers, web administrators, contractors etc.)
- Manage the operational budget as assigned

5. Contribute to part of a global team

- Maintain records of media coverage and collate analytics and metrics.
- Provide regular updates, media and audience related analysis from the US
- Participate in various BFFP, Communications Hub meetings and working groups.
- Other duties as agreed through workflow management

Key Relationships

The National Communications Officer develops, maintains and deepens key relationships such as with:

- BFFP US Coordinator and Team
- BFFP Communications Hub
- Host organisation - Earth Island Institute
- Key organisations involved in leading BFFP projects - including campaign teams
- Movement members and key communications contacts in the USA
- Media, allies, influencers and other external audiences
- Suppliers and contractors
- Potential donors and supporters.

Person Specifications: Knowledge, Skills and Experiences

<p>Essential</p> <ul style="list-style-type: none">● Demonstrated strong writing and communication skills in English● At least five-year experience in developing and implementing communications strategies and campaigns.● A strong understanding, knowledge and contacts within, US media and landscape, alongside knowledge of key global media markets.● Demonstrated capacity for issue and audience analysis, strong presentation and persuasion skills including advanced skills in communicating complex issues to the public;● Computer literate, and experienced with new media technologies and social networking tools; including those used by BFFP in the US and Canada.● Experience in network development and/or within people's movements, or within the NGO environment.● Passion for social and environmental justice, and a commitment to communications strategies which elevate the work of our grassroots membership and create a space for communities to speak for themselves
<p>Desirable</p> <ul style="list-style-type: none">● Ability to speak or write in other regional languages.● Bachelor's degree in the field of communications or journalism or a related field.● Experience in capacity building, training and developing materials to support this.● Experience working in remote/ distance based teams. <p>Personal qualities</p> <ul style="list-style-type: none">● Collaborative team-player with strong interpersonal communication skills and demonstrated experience in working with people from different cultures and nationalities in the region● Demonstrated ability to turn projects around in a timely manner, maintain attention to detail, and adhere to deadlines;● Flexible, open, adaptive, responsive and resilient. Takes initiative and is outcome and solution focused.● Willingness to travel internationally on a regular basis, and flexibility in working with international staff, including biweekly calls outside of regular work hours. <p>Team Balance - Areas of Expertise</p> <ul style="list-style-type: none">● Between all the positions in the Communications Hub, there is a need to have expertise in Media Relations, Digital Communications, Social Media, Digital Campaigning, Writing, Graphic Design, Video Editing, Vendor Management, Audience Mapping, Message Testing.● Applicants with one or more of these areas of expertise as additional skills are desirable.

All participants in BFFP hold ourselves accountable to the following values:

- Trust & Respect
- Distributed Leadership
- Resilience & collaboration
- Diversity, inclusion & equity
- Being Adaptive and Responsive
- Ensuring Transparency in decision making and Accountability in our work
- Upholding and respecting Confidentiality as required
- Direct Communication is encouraged in conflict resolution
- Openness and Flexibility.

Our Movement Values

- Solidarity
- Cooperation and Collaboration
- Letting People Speak for themselves
- Bridging and Transcending cultural barriers
- Language Mindfulness (cultural sensitivities)

Our Relational Values

- Commitment to Self-Transformation (walk the talk)
- Commitment to follow through on Agreements (professionalism)

Our Issue Values - in our issues, we value:

- Being Strategic and Goal Oriented
- Our Commitment to an inclusive movement or network model

Salary & Benefits:

BFFP US is a project of the Earth Island Institute and the BFFP US Comms Hub Officer will be an employee of Earth Island Institute. The BFFP US Comms Hub Officer will be paid a competitive salary commensurate with the candidate's experience level. This is a full-time position with flexibility in location (Bay Area and Los Angeles preferred).

To Apply:

Please send a cover letter, resume, references (optional) and any other supporting information to jobs@breakfreefromplastic.org with subject BFFP US Communication Officer Position. Applications will be accepted on a rolling basis until the position is filled. Phone inquiries are not accepted.

Earth Island Institute provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws.

About Us:

About the Communications Hub

The Break Free From Plastic Communications Hub (Comms Hub) is a remote working team with team members in at least three time-zones (US, Europe, Asia), and stakeholders located around the world.

The Comms Hub works to harness and amplify the diverse voices of the Break Free From Plastic movement in order to shift the narrative on plastic pollution in line with the goals set to achieve a global strategy to fight plastic pollution (Tagaytay 2.0). The Comms Hub Officers, regional nodes, and Global Coordination Team, and key leadership across the movement, collaborate to tell BFFP's story in a consistent voice across the entire plastics pipeline.

In the next three years, the Comms Hub will lead the movement's work to shift the narrative through strategic and proactive communications that will strengthen and empower the movement to speak about our solutions more loudly and with greater impact. Through smart, well-orchestrated and timely communications, the movement can consistently erode and undermine the industry-peddled narrative while future-proofing our collective work.

About Break Free From Plastic

#breakfreefromplastic is a global movement envisioning a future free from plastic pollution. We believe in a world where the land, sky, oceans, and water is home to an abundance of life, not an abundance of plastic, and where the air we breathe, the water we drink and the food we eat is free of toxic by-products of plastic pollution.

Our vision is a world where the principles of environmental justice, social justice, public health, and human rights led government policy, not the demands of elites and corporations. This is a future we believe in and are creating together. We come together with a common goal - to bring systemic change through a holistic approach tackling plastic pollution across the whole plastics value chain, focusing on prevention rather than cure, and providing effective solutions. Read More about our [Principles here](#)

About Earth Island Institute

Earth Island Institute (USA) Earth Island supports environmental action projects and builds the next generation of leaders in order to achieve solutions to environmental crises threatening the survival of life on Earth. Earth Island Institute is a founding member of the National Network of Fiscal Sponsors, serves on the NNFS Steering Committee, and helped to craft their Guidelines for Best Practice of Fiscal Sponsorship. NNFS is a professional association focused on promoting the understanding and professional practice of fiscal sponsorship. Fiscal Sponsorship has been a key strategy for Earth Island since it's founding and we share NNFS's believe that fiscal sponsorship is an important tool for starting new nonprofits, seeding social movements, delivering public services, and advocating for change. <https://www.earthisland.org/>