



CROATAN  
INSTITUTE

## Communications Manager

**Location:** Remote within the United States of America

**Hours:** 40 hours/week

**Level:** Mid-level

**Compensation:** \$63,411 – \$69,284

### **Description:**

Croatan Institute is an independent, nonprofit research and action institute whose mission is to build social equity and ecological resilience by leveraging finance to create pathways to a just economy.

Our work at the nexus of finance, social equity, and ecological resilience addresses the following cross-cutting themes:

Accountability	Farming & Forestry
Business & Human Rights	Food Systems
Climate Solutions	Frameworks & Data Analytics
Equity & Inclusion	Resilient Communities

Since the Institute's launch in 2014, we have rapidly established a reputation for rigorous, cutting-edge research and advocacy on a wide range of issues in sustainable finance and resilient economic development. The Institute's team includes a group of committed, interdisciplinary scholars, scientists, financial activists, advocates, and analysts who have developed a reputation for delivering rigorous research and actionable insight working on issues at the intersection of finance and social equity, and inclusion, climate change solutions, farming and forestry, food systems, institutional accountability, business and human rights, and resilient communities, as well as by developing useful frameworks and data analytics for sustainable and impact investing. Headquartered in the Research Triangle of North Carolina, Croatan Institute has a networked team based across the South, Mid-Atlantic, Northeast, Midwest, and in Geneva, Switzerland.

The candidate will be expected to work remotely but, if desired, could enjoy future opportunities for in-office hours at its workspace located in Durham, NC, or in other areas where we have affiliates.

### **Details:**

Croatan Institute seeks a full-time communications manager to develop and execute engaging and effective communications strategies and campaigns to highlight the Institute's initiatives and accomplishments, and to plan, coordinate, and execute Institute events. The candidate can expect to spend about half their time carrying out the Institute's overall communications plan and about half their time directly supporting communications for the Institute's two flagship programs, the [Racial Equity, Economics, Finance, and Sustainability \(REEFS\) Program](#) and the [Soil Wealth Program](#).

### **Major responsibilities include:**

- Develop and execute communications strategies and campaigns across communications channels to build brand awareness, promote events, and increase engagement using data-driven insights to refine strategies;
- Create and publish digital media that is aligned with brand standards and highlights the Institute's initiatives, accomplishments, and industry insights.
- Monitor the performance of marketing campaigns and events, providing regular reports and insights to improve results.
- Coordinate and manage communications and marketing tasks, deadlines, and responsibilities across the team.

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- Develop and maintain an editorial calendar.
- Plan, coordinate, and execute all aspects of both physical and virtual events, including seminars, workshops, webinars, and community outreach programs.
- Collaborate with internal and external stakeholders to promote the Institute's programs and projects.
- Establish and maintain positive communications with media outlets.

This role includes but is not limited to the listed responsibilities.

### **Qualifications and Expectations**

- Bachelor's degree in marketing, communications, public relations, or a related field, or equivalent combination of education and experience.
- At least 3 years of proven experience in communications, marketing, content creation, and/or public relations.
- Strong writing and editing skills, with the ability to create engaging and informative content.
- Ability to work both independently and collaboratively as part of a team across multiple areas.
- Exceptionally strong communication, project management, and organizational skills.
- Extremely careful attention to detail, an ability to multitask, and strong time management skills.
- Proficiency with Microsoft 365, Google Workplace, Salesforce, Constant Contact, social media tools such as Twitter and LinkedIn, and WordPress or Elementor website platforms.
- Flexible and cooperative work ethic in a collegial, entrepreneurial nonprofit culture.
- A strong interest in the Institute's mission.

### **Compensation**

Compensation will be commensurate with education and experience. To ensure pay equity, all salaries are set according to the expectations of the role and take into account geographic cost of living differences. Since the starting pay for this job is equal to others at the same level throughout the organization, we do not negotiate on salary. We have a transparent organizational culture when it comes to pay rates so that people do not have to negotiate, since negotiation within work cultures has repeatedly been shown to disadvantage various kinds of people.

In addition to the salary, Croatan Institute offers a competitive benefits package, including opportunities to join our group medical, dental, and vision insurance, paid time off (12 holidays and 15 personal days) for full-time-equivalent employees, employer contributions to either medical insurance or a health stipend, and a 3% employer contribution to a retirement plan, which is immediately vested.

Croatan Institute is committed to promoting diversity within its team while employing the best-qualified person for each job. We are an equal-opportunity employer that strongly encourages candidates from diverse backgrounds to apply, and our team leverages its professional networks to increase the diversity of applicant pools. Our team also works internally to engage in frank conversations around bias, equity, and justice in order to support an inclusive workplace and culture.

### **How to apply**

Candidates should complete [this form](#) and upload a resume, writing sample, and three references.

Applications will be reviewed on a rolling basis. We will start reviewing applications in mid-January, so we strongly encourage early applications. We will continue to accept applications until the position is filled. No calls or preliminary inquiries, please.

For more information about Croatan Institute, please visit [www.croataninstitute.org](http://www.croataninstitute.org)