



Engineers for a Sustainable World

DESIGN • EDUCATE • BUILD

Title: Public Relations and Marketing Coordinator

Reports to: Communications and Technology Director

Team: Communications and Technology

Time: Part-time (5-10 hours per week)

Salary: Volunteer, Required Travel Covered

ESW is nonprofit dedicated to a world of environmental, social, and economic prosperity created and sustained by local and global collective action. We do this through a network of chapters across the world tied together by a core headquarters team of volunteers who want to create a sustainable world outside of their work and academic lives.

The Public Relations and Marketing (PR&M) Coordinator develops and maintains external communications, ensuring consistent, regular, and effective content reaches outside of the existing ESW network. This is a new leadership role; they will be able to shape it as they see fit. The PR&M Coordinator ensures that new information about ESW's programs is well-written and is tailored to the right audiences. They also help other team members in preparing written materials for both internal and external purposes. Finally, they will occasionally be asked to represent ESW at public events as available and appropriate and act as the public face of ESW for general inquiries.

To apply, please send a cover letter and resumé/CV to apply@eswusa.org. Please contact us with any questions you may have as well.

Responsibilities include:

- **Developing diverse content for ESW - This is flexible and allows the PR&M to get creative! Content may be written in the form of Medium essays, Twitter threads, Reddit posts, etc. about a wide variety of topics that promote ESW and sustainability as a whole**
- **Developing and maintaining the list of outside contacts/press**
- **Answering questions about the organization from public inquiries**
- **Generating written and marketing content, including press releases and website content**
- **Releasing information to the press about innovative work done by ESW, either alone or with partners**
- **Editing and reviewing content from other Leadership Team members before release to ensure quality and consistency**
- **Attending weekly Communications and Technology meetings**

Desired skills and qualifications:

- **Strong communication and networking skills**
- **Excellent written and oral presentation skills**
- **Able to work well both independently and as part of a team**
- **Experience or comfort with posting and updating website content**
- **General knowledge of the breadth of sustainability topics - expertise not required**
- **Passion for sustainability, and agreement with our Mission, Vision, and Values**
- **A current ESW member, or willingness to become a member**