



Graphic Design & Digital Communications Manager (NYC)

ABOUT US

West Harlem Environmental Action a/k/a WE ACT for Environmental Justice is a non-profit, community-based advocacy organization that works to build healthy communities by ensuring that people of color and/or low-income residents participate meaningfully in the creation of sound and fair environmental health and protection policies and practices. **WE ACT is a nationally recognized leader in the environmental justice movement** and is known for its work in the areas of environmental health; government accountability; and climate, energy, and environmental justice policy.

WE ACT is the only environmental justice organization with a permanent presence in Washington, DC. Our federal policy strategy includes advancing and reforming new national policy, practices and regulations; supporting policy implementation and regulatory efforts of existing policy to ensure accountability; convening coalitions, organizations and researchers to drive a shared national environmental justice agenda; building a powerful narrative to catalyze a national environmental justice movement; and serving as a connector, re-grantor and technical assistance provider to build the capacity of environmental justice organizations into a powerful, cohesive national movement. The federal work is informed by our Harlem members and the Environmental Justice Leadership Forum, a grassroots network of 42 environmental justice groups across 25 states, that is coordinated by WE ACT.

WE ACT prioritizes the voices of longstanding community members, communities of color, lower-income communities and, most importantly, those who have been historically marginalized and subjected to environmental and other forms of racism and exclusion. In accordance with the Jemez Principles, **we believe that communities must speak for themselves.** We work at the intersection of community engagement and activation, policy, research, and education. WE ACT leverages its place at the table to push system actors, including elected officials, Big Greens, coalitions, and allies to center racial justice and equity.

ABOUT THE ROLE

We are seeking someone with proven experience who is eager to elevate the look and reach of our communications to engage residents and businesses throughout Manhattan's environmental justice communities and advance the goals of the Manhattan Clean Energy Hub, a community-facing initiative focused on expanding access to clean energy resources, education, and participation in New York City's energy transition. This position will be based in our New York City headquarters and reporting to our Director of Communications. The role is part of our Manhattan Clean Energy Hub team, and included duties and responsibilities are listed below:

Graphic Design

- Designs and develops traditional collateral such as flyers, brochures, posters, ads, and other materials used for marketing communications Maintains templates (primarily on Canva) and style guide
- Manages production, printing, and stock of materials

*West Harlem Environmental Action (WE ACT for Environmental Justice) is a 501(c)(3) nonprofit organization.
New York, NY Office: 1854 Amsterdam Avenue, 2nd Floor | New York, NY 10031 | Phone: (212) 961-1000 | Fax: (212) 961-1015
Washington, DC Office: 50 F Street, NW, 8th Floor | Washington, DC 20001 | Phone: (202) 495-3036 | Fax: (202) 547-6009
www.weact.org

Digital Design

- Designs and develops digital content for use across all digital channels, including website, social media, and other forms of communications
- Maintains templates (primarily on Canva) and style guide
- Manages workflows for developing, sharing, integrating, and approving content

Digital Communications

- Responsible for day-to-day Wordpress-based website updates, including updating content, managing Google Analytics and SEO/SEM, and troubleshooting glitches
- Provides graphic content for social media channels (including Facebook, BlueSky, Instagram, YouTube, and LinkedIn), working with communications colleagues to strategically populate those channels
- Develops and distributes weekly email newsletter and manages database

ABOUT YOU

- Bachelor's degree in marketing, communications, or a related field
- Solid understanding of design principles and at least three years of experience in design
- Three years of experience in digital marketing, managing professional websites, social media channels, and email newsletters
- Experience in Canva
- Proficiency in WordPress, with knowledge of HTML/CSS a plus
- Experience with MailChimp, Constant Contact, or other newsletter platforms
- Experience with SEO/SEM and website analytics tools (e.g., Google Analytics)
- Strong analytical skills, data-driven thinking, and attention to detail
- Ability to work on multiple projects simultaneously and meet deadlines
- Ability and willingness to work weekends and evenings as needed
- Passion for environmental justice

Value-Adds

- Spanish-language skills a plus
- Experience with video editing and production a plus
- Experience in the Adobe Creative Suite a plus
- Photography skills a plus

SALARY & BENEFITS

WE ACT offers competitive nonprofit compensation and is committed to justice in salary transparency and wage equity. The salary range for this position is \$75,000 - \$85,000, based on experience and qualifications. WE ACT offers a generous suite of benefits, including comprehensive health care (medical, dental and vision), flexible spending account, life insurance, retirement programs and paid holidays and vacation, along with onsite human resources support for your benefit needs. WE ACT follows a hybrid work policy. All staff are fully vaccinated.

HOW TO APPLY

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To apply, please send an email to shanell.reyes@weact.org with “Graphic Design & Digital Communications Manager” in the subject line and a resume and cover letter attached to the email. Submission in a combined PDF or Microsoft Word file is preferred. This position is open until filled and applications will be reviewed on a rolling basis.

WE ACT is an equal opportunity employer and strongly encourages applications from people of color, women, persons with disabilities and LGBTQ+ communities. We are committed to transparent and equitable recruitment, hiring and promotion processes that foster inclusion and belonging. If you’ve read this job description, are excited by it, and can see yourself in this role, we hope you apply. If you need a reasonable accommodation during the application or interview process, please email shanell.reyes@weact.org.