



**Communications and Outreach Manager**  
**Application Due: July 31, 2023**

**Job Title:** Communications and Outreach Manager

**Location:** Hale'iwa, HI

**Reports to:** Outreach Director

**Works Closely With:** CEO, COO

**About the Organization:** Kōkua Hawai'i Foundation (KHF) is a 501(c)3 non-profit organization founded in 2003 that supports environmental education in the schools and communities of Hawai'i. KHF's mission is to provide students with experiences that will enhance their appreciation for and understanding of the environment so they will be lifelong stewards of the earth. In 2019 KHF acquired 8 acres of land in Hale'iwa with a vision to establish agricultural, educational, and retail activities that benefit the community and promote local food, waste reduction, and environmental stewardship.

**Position:** The Communications and Outreach Manager is a cross-functional manager and content creator with exceptional communication skills, responsible for KHF messaging and communications in all formats. They will establish and maintain relationships and effective communications with KHF followers, members, customers, partners, funders, and the community to foster environmental stewardship and promote sustainability in Hawai'i. Initial objectives will emphasize: membership acquisition, engagement, and retention; newsletter and social media development; digital operations including CRM; and social enterprise marketing. The manager must be able to support staff to ensure KHF values are practiced and expressed consistently throughout the organization.

**Roles and Responsibilities:**

**I. Lead Communications & Messaging**

- Newsletters
  - Create, manage and send all Kōkua Hawai'i Foundation newsletters including:
    - KHF Main Monthly Newsletter
    - Hawai'i Educator Quarterly Newsletter

- KHF Membership Quarterly/ When-Needed Newsletter
    - Kōkua Storefront Newsletter (When-Needed)
  - Grow newsletter reach and engagement
  - Integrate newsletter communication with other platforms, including website and social media
  - Lead transition to a new email marketing software, and stay updated on other digital platforms that may benefit KHF
- Social Media
  - Create, manage and oversee all KHF Social Sets
  - Create content, graphics and videos to share out appropriate KHF related content
  - Manage KHF Style Guide and Social Media Playbook, under the direction of the CEO
  - Oversee Coordinators to follow Social Media Playbook and Style Guide and provide content for events, educational outreach and more
  - Develop protocols and bring attention to appropriate content to share out via social media
  - Develop social media calendar to highlight key KHF activities and also plan for general socially and culturally relevant content
  - Work with partners to approve their KHF Social Media per KHF Social Media guidelines
- Press
  - Pitch stories, handle incoming requests, and get all press approved in timely manner
  - Provide copy, photos and content for all approved press
  - Create and oversee KHF Press Releases
- Impact & Grant Reports
  - Design Year End Report & Grant Reports, including visualizing impact metrics
  - Distribute Impact Reports to reach key audiences
  - With Impact Director, develop unique impact projects based on current KHF needs and opportunities
- Presentations
  - Develop messaging, slides, and other content for outreach presentations, in collaboration with KHF designated speakers
- Website
  - Update Kōkua Hawai'i Foundation website content to effectively communicate foundation's mission, offerings and educational materials
    - Work with Leadership and Director Teams to define goals, content and strategy for web engagement
    - Manage and direct all news and stories on the website to make sure they are topical, accurate and relevant
    - Coordinate with Program and Social Enterprise Teams to keep pages updated with current news and events.
    - Assist Kōkua team with web related issues

- Outreach Events
  - Create materials needed at Outreach Events for both onsite and offsite events
  - KHF Benefit Shows & Event Support
    - Develop materials for occasional large KHF events including:
      - Printed Graphics
      - Digital Assets (Videos, Slide Shows)
      - Social Media Graphics
      - Communications for Event awareness, registration & engagement (flyers, newsletters etc)

## **II. Support & Develop Kōkua Brand Environment**

- Develop and manage Kōkua branding across all Halei'wa sites, programs and storefronts
- Approve outgoing public communications, graphics and other content that pertains to Kōkua Brand environment
- Work with all KHF staff to find new ways to engage communities in KHF programming and offerings
- Develop systems to define how KHF achieves the most engagement

## **III. Develop, Grow & Lead Membership**

- Manage KHF Membership, including recruiting, stewarding, and retaining members to substantially grow the membership base
- Lead and manage Membership campaigns, including year-end campaign
- Manage membership platform/CRM to effectively engage and communicate with members
- Lead and manage Quarterly Membership events and newsletter in Hale'iwa
- Build Membership base in accordance with CEO & COO fundraising goals
- Create systems to track Membership engagement across all KHF entities
- Utilize CRM to support membership goals

### **Desired Skills, Traits, and Experience:**

- 3+ years communications, content, and brand management experience
- 3+ years of Hawai'i-based job experience and 3 Hawai'i-based references preferred
- Experience and passion in sustainability - especially in plastic pollution issues/solutions, waste reduction, garden/farm practices, 'āina-based practices, and/or second-hand/vintage goods
- Experience working with a membership-based organization preferred
- Demonstrated track record of growing an online following for mission-driven organizations
- Demonstrated ability to coordinate a cross-functional team of staff, contractors, and volunteers
- Demonstrated commitment to education, intersectional environmentalism, sustainability, justice and growing a healthier future for Hawai'i

- Strong photo, video, graphic, and data visualization work samples
- Outstanding verbal and written communication and interpersonal abilities
- Familiarity with local and global developments to ensure culturally appropriate and engaging content
- Beginning level proficiency in 'Ōlelo Hawai'i or interest and commitment to learning
- Flexibility in work schedule reflecting the needs and patterns of the organization
- Knowledge of communications software such as Canva and CRM systems
- Solid computer skills, including in Apple and Google Workspace
- Ability to work in a fast-paced, ever-changing environment
- Ability to carry, push, and pull up to 30 pounds
- BA in communications or sustainability field preferred

**Additional Valuable Skills:**

- Local media contacts
- Local partner contacts

**Hours and compensation:** Full-time position, to include occasional evening and weekend events. Full-time pay range is \$50,000-\$56,000/year (may increase based on qualifications and experience). The hourly starting rate is \$24/hour, in line with a \$50,000/year salary. Employees working an average of 20+ hours per week are eligible to receive 100% paid health insurance and enroll in a 401(k) program with a 3% employer match.

**Location:** Hale'iwa, Hawai'i. Full-time employees may establish a hybrid schedule with a limited amount of remote work.

**How to Apply:** Please email cover letter and resume with three references to [jobs@kokuahawaiifoundation.org](mailto:jobs@kokuahawaiifoundation.org). Applications are due on **July 31, 2023**.