

## **Pure Earth: Director of Digital Communications & Engagement**

Pure Earth, the world's leading organization dedicated to eliminating toxic pollution in low- and middle-income countries, is seeking a Director of Digital Communications and Engagement to join our team. The successful candidate will be a talented, reliable, deadline-driven strategist and creator, with deep experience using digital channels and tools to successfully engage global audiences, driving awareness, engagement, partnerships, and fundraising revenue.

### **Job Responsibilities**

The Director of Digital Communications & Engagement will develop a digital strategy, plan and publish content, manage community engagement, and direct external partners. The candidate will be an integral part of our communications team, reporting to the VP of Communications.

Responsibilities will include:

- Developing, maintaining, and executing on a strategic digital roadmap aligned with organizational goals and strategies.
- Overseeing an active digital communications calendar across all digital channels (email, social, and websites).
- Sharpening the organization's online brand and improving user experience across all channels.
- Expanding Pure Earth's global reach and growing a team of content creators and engagement managers in the countries where we work.
- Supporting digital campaigns and projects with corporate and multilateral partners.
- Managing relationships with external partners, such as visual designers and video producers.
- Managing our flagship website, pureearth.org, as well as several stand-alone program and campaign sites.
- Planning, developing, and posting content to our primary Pure Earth social channels as well as 10+ supporting channels.
- Partnering with our development team to manage an active, personalized email communications program.
- Managing a growing paid media program.
- Managing community engagement across all channels.
- Writing and editing blog posts and other digital content.
- Play the role of project manager on digital projects, involving many internal and external stakeholders.
- Measuring and reporting on key performance indicators regularly.

### **Qualifications & experience**

The candidate will have a proven record of successful online campaigns, user engagement, and a demonstrated ability to react to current events.

The successful candidate will be a team player and have the ability to build relationships, capitalize on existing resources, and work effectively within the team. We're looking for someone who is creative in their approach to online content. This position requires a high level of creativity and solid

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editorial judgement as well as the ability to use and produce social media analysis that drives strategy and supports the growth of our work worldwide.

**Key qualifications include:**

- Six years of experience in strategic digital communications including:
  - Experience crafting and executing holistic digital strategies with global audiences and goals
  - Experience developing and managing cross-channel calendars
  - Ability to compile and analyze digital engagement metrics
  - A passion for creating engaging content across all digital channels
  - Demonstrated news judgement
  - Experience with web content management (especially WordPress)
  - Experience with global teams
  - Experience developing and executing partnerships and campaigns with corporations and large NGOs
  - Real-time social media monitoring and engagement
  - Bachelor’s degree and relevant work experience
  - A background or degree in journalism is a plus

**Compensation & location**

This full-time position will be based in our New York City office. Pure Earth offers flexible hours with the option of remote work as needed. Some international travel required. Salary range is \$70,000-\$80,000, plus benefits.

***Candidates must possess authorization to work in the U.S.***

**Equal opportunity employment**

It is the policy of Pure Earth to provide equal opportunity for all qualified persons and not discriminate against any employee or applicant for employment because of race, color, religion, sex, gender or gender identity, age, national origin, veteran status, disability, sexual orientation or any other protected status.

**HOW TO APPLY**

Email a resume and cover letter **as a single attachment** to [jobs@pureearth.org](mailto:jobs@pureearth.org). Please indicate “Director of Digital Communications” in the subject line.

Do not apply through an online job aggregator – such applications will not be reviewed.