

MANAGER, COMMUNICATIONS

Urban Green Council is seeking a strategic and creative **Communications Manager** to lead our communications and digital marketing efforts. This is a key leadership role for a detail-oriented professional who is excited to manage people, shape strategy, and elevate the visibility of NYC's leading nonprofit for building decarbonization.

Urban Green is NYC's go-to nonprofit for building solutions for climate change and our mission is to decarbonize buildings for healthy and resilient communities. We make the technical relatable—with compelling writing, inspiring design and interactive visualizations—and our work in the building sector is widely reported in the mainstream and trade press. Reporting to the Senior Director of Development and Communications, the Communications Manager will play a critical role in our external communications and fundraising efforts.

Urban Green Council is a hybrid workplace, but employees must live in the greater NYC area and be able to attend regular in-person meetings in Manhattan. All Urban Green staff are required to be fully vaccinated and boosted against Covid-19.

The person who will best succeed in this role:

- **Is a communications leader with strong project and people management skills**, and at least two years of staff management or team leadership experience.
- **Has strong visual design skills** and is comfortable producing day-to-day materials in Adobe InDesign and Photoshop, while also managing consultants for larger design and branding projects.
- **Has experience in sustainability and/or nonprofit work**, and knows how to craft digital communications and user experiences that advance mission-driven work.
- **Has strong writing, editing, and content development skills** and can translate complex sustainability topics into engaging content for a range of audiences.
- **Is a problem solver** with strong critical-thinking skills who enjoys finding solutions as challenges arise.
- **Is a strong communicator** who works well independently and with a team, and can juggle multiple projects at once.
- **Understands how to coach and oversee the work of a communications team**, ensuring that all visual, written, and digital outputs are high-quality, brand-aligned, and strategically effective.

A few other qualities we are looking for include:

- Experience managing a WordPress or similar website.
- Experience managing email campaigns in Mailchimp.
- Experience with Adobe Premiere Pro or other video editing software.
- Strong interest in sustainability and green building.
- Experience managing consultants and freelance designers.

KEY RESPONSIBILITIES

- Lead and manage all communications activities to deliver high-quality, brand-aligned content across digital, print, and event platforms.
- Oversee Urban Green's visual communications, producing day-to-day graphics in-house and managing design consultants or agencies for larger projects, such as reports, campaigns, or branding initiatives.
- Supervise and support the Communications Associate and interns, providing clear direction, coaching, and professional development to ensure high-quality work and team growth.
- Oversee publication development from concept to release, including research reports, policy briefs, articles, and the annual report, ensuring clarity, accuracy, and timely delivery.
- Develop and execute digital strategy, managing the website, social media platforms, email marketing, and analytics tools to drive audience engagement and optimize user experience.
- Build and maintain media relationships, fielding press inquiries and elevating Urban Green's voice in climate and sustainability coverage.
- Collaborate on fundraising and membership communications, including donor outreach, event promotion, and managing membership processes and acknowledgments.
- Support organizational leadership, including preparing board presentations, ensuring smooth A/V at meetings, and contributing to grant development and reporting.
- Assist in cross-functional project management for major events like the Urban Green Gala and quarterly networking events, occasionally requiring evening availability.
- Juggle multiple projects in a fast-paced environment, taking initiative, anticipating needs, and upholding high standards across all communications work.
- Other duties as assigned.

Benefits and Compensation: The salary range for this position is \$70,000 - \$78,000, depending on experience. Benefits include:

- 100% employee coverage for medical and dental
- 100% employee coverage for Life, Short Term and Long Term disability insurance
- 15 vacation days in the first year, 8 paid holidays, and 2 personal days
- 401K plan with employer contribution
- Office closure between Christmas and New Years
- Half-day Fridays year-round, Full Friday closure from Memorial Day to Labor Day

How To Apply

If you are interested in this position, please complete the [application form](#) and include a resume and 2-3 work samples that best reflect your experience in visual design or an integrated communications campaign, such as a launch announcement, email/social plan, publication roll-out, report design, etc. If you have an online portfolio, feel free to include a link in place of attachments.

After submitting your application, you can expect to hear from our hiring team regarding their decision within a few weeks. You may reach out to jobs@urbangreencouncil.org with any questions, but applications received by email will not be reviewed.

Diversity, Equity and Inclusion Statement

We believe the path to decarbonizing buildings and creating healthy and resilient communities includes a diverse team of people with different backgrounds, experiences, and perspectives. At Urban Green Council, we are committed to championing diversity, equity and inclusion across all areas of our organization, including our recruitment and hiring practices. We encourage you to apply if you are excited about this position and can envision yourself in this role, even if your experience doesn't perfectly align with every qualification listed.

Urban Green Council is proud to be an equal opportunity employer and does not discriminate based on race, religion, color, national origin, sex, sexual orientation, gender identity, age, veteran status, disability status, or any other applicable characteristics protected by law.

If you need a reasonable accommodation during the application or interview process, please email jobs@urbangreencouncil.org.

Urban Green's Organizational Values

- **Excellence:** We strive for innovative, high-quality programs and ideas.
- **Inclusion:** The diverse voices and backgrounds of our employees, board of directors, members, and partners make us stronger.
- **Collaboration:** We believe consensus delivers better solutions and teamwork is essential to our success.
- **Engagement:** We promote a culture of performance, participation, and curiosity.