

Position Announcement



Root
Solutions

Human behavior is at the root of both environmental problems and their solutions.

Communications Assistant

Root Solutions is seeking volunteers to join a team of visionaries, creators, and disruptors who want to re-shape the future of the environmental movement in North America and beyond. We bring on Communications Assistants in the spring, summer and fall. Although this is a volunteer position, you will be an active member of our team, and are vital to the success of programs that will transform the environmental movement and the planet.

Overall Function

We seek talented employees who crave learning new skills and aren't afraid to tackle big projects. As our Communications Assistant you will have ownership over important initiatives that will help us grow. The Communications Assistant is responsible for supporting social media efforts, including developing content for Facebook, Twitter and blogs. This will require research into the growing application of behavioral science to the environment.

Our ideal candidate is someone who walks into a room of people and walks out with new friends! Someone who is thoughtful when interacting with online communities and building relationships. Interested applicants should have communications, research and writing skills. Basic knowledge of environmental issues is needed. Interest and experience in environmental psychology or behavioral economics is preferred.

What You Will Learn:

- How to create a long term social media plan and marketing calendar
- How to schedule social media and track social media analytics and report results and new ideas to our marketing team
- How to create compelling content
- Techniques to create viral loops between our Facebook, twitter, and blog accounts

Specific duties may include, but are not limited to:

- Monitoring traditional and non-traditional media outlets for coverage and opportunities

- Circulating bi-monthly media clips
- Writing content for social media (blogs, tweets, Facebook posts) and other communication as needed
- Researching behavioral insights
- Creating visual based content for social media

What We Require:

- Background in marketing, communication, or other related discipline
- Strong writing skills
- Must be well-organized, self-motivated and detail-oriented
- Knowledge of media including Twitter, Facebook and blogging
- Ability to meet deadlines and demonstrate initiative
- Fearless – not afraid to be a bold and outside the box thinker
- Love for using social networking sites, and excitement to learn new skills

Organization

Root Solutions works to provide conservationists and policy makers with tools and resources informed by the proven methods of behavioral economics and behavior design, allowing them to create more effective campaigns, policies, and strategies that reflect how people are actually motivated and make decisions. By understanding human behavior and the factors which influence the choices people make, conservationists will be able to “nudge” people toward decisions and behavior that are good for them and good for the planet.

As a young non-profit with ambitious goals (including expanding our work to all cause movements), our existing funding is restricted to program activities. Root Solutions is primarily volunteer run.

Location

Position is based out of Root Solutions' Emeryville office. Working remotely for a part of the duration is a possibility that can be discussed.

To apply

Submit your cover letter, resume and any additional materials to info@therootsolutions.org.

Our summer program requires a 35-hour of week commitment over 10 weeks (or 28 hours over 12 weeks). Please contact us to learn more about our semester programs.

Root Solutions

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