



## Marketing Consultant/Intern for Environmental Non-Profit

Our Berkeley-based Environmental Literacy Curriculum Project (ELCP) is looking for a marketing professional to help raise the profile of our green jobs training curriculum and help us reach programs around the country that serve low-income populations and communities interested in supporting the environment.

### Responsibilities/Deliverables

- Work with the program founder and project manager to identify our brand and messaging
- Strengthen our organizational identity and incorporate it into our website and other marketing materials
- Develop a marketing plan and identify key marketing activities to be performed over the next year to help us connect with and educate potential customers about our project
- Develop sales tools to meet our marketing objectives, which may include a sales plan to engage our target audience, brochure, PowerPoint presentation, elevator speech, one-page talking sheet to accompany grant applications, business cards, letterhead, etc.
- Identify environmental publications and write articles to raise awareness about our organization.

### Qualifications

- A BA or MA in marketing/communications or over 5 years of experience designing and implementing marketing/communications plans is required
- Exceptional writing and communications skills
- Be able to work independently
- Ability to set and meet a schedule of deliverables over a specific time period
- Experience working with non-profit organizations a plus

### Terms of Employment

This is a 200-hour contract position to be completed at a rate of 20-40 hours per week. You must be able to start work immediately.

### About the Environmental Literacy Curriculum Project

The ELCP's mission is to provide youth and adults from low-income communities with the vital knowledge, skills and understanding they need to analyze, evaluate and participate in decisions about environmental issues and concerns and, to help each student develop confidence, competence and excitement about learning.

The Project's first curriculum, *Roots of Success* is designed for green job training programs serving youth and adults with limited academic and labor market skills. *Roots of Success* teaches environmental literacy while enhancing academic literacy and job readiness. *Roots of Success* is becoming an essential component of green job training programs in the United States and Puerto Rico, helping low-income men and women successfully prepare for and find employment in the green economy. For more information about our program, please visit <http://www.rootsofsuccess.org>.

**To apply for this position**, please submit your resume, samples of your work (electronic copies are okay) and a description of how your interest in working to support the environment would make a difference to our project needs to: Chadwick Flores, ELCP Program Manager, [chad@rootsofsuccess.org](mailto:chad@rootsofsuccess.org).