



Job Posting: Marketing Manager

Employment Type: Remote | Full-Time | Starting ASAP

About Climate Changemakers

Climate Changemakers is a nonpartisan, nationwide (and increasingly global!) community of climate-concerned individuals committed to regular, collective, political action on climate. Central to our approach is a commitment to advocating for 'no-brainer' climate priorities through a lens of science, justice, and equity, rather than a lens of partisan identity.

Our organizational theory of change rests on connecting climate-concerned individuals with weekly Zoom-based Hours of Action: drop-in opportunities to take simple, productive political actions, with no preparation required. We're leveraging our unique spheres of influence and building transformative power to catalyze government action as a community of volunteers.

Position Description

Climate Changemakers is looking for an experienced marketer who is passionate about political climate action and eager to make big waves at a fast-paced, startup nonprofit. This individual will design and implement org-wide marketing and communications strategies to grow our audience, increase engagement, and amplify our priorities so we can scale our collective impact. This is a remote position and can be done from anywhere in the U.S.



Responsibilities

- **Develop a holistic marketing strategy** that includes owned, earned, and organic tactics.
- **Develop and own a strategic cross-channel content marketing program** in alignment with org-level objectives. Current channels include: email, website, Slack, Twitter, Instagram, and LinkedIn.
- **Develop and own a relational organizing/word-of-mouth marketing program** that focuses on turning volunteers into ambassadors.
- **Manage and evolve our brand** in alignment with our [core values](#). This includes refining our messaging strategy, building upon our existing brand playbook, copyediting for brand consistency, and overseeing creative development.
- **Define and report on performance metrics**, including social media and website analytics.
- **Work collaboratively** with staff, volunteers, and partners.
- **Operate within a small budget** and carefully track any marketing spending.

What We're Looking For

- General team member attributes:
 - Alignment with the organization's [core values](#).
 - A critical thinker, able to make quick decisions.
 - A process-oriented and highly organized team player.
 - Comfort working with virtual teams and with volunteers.
 - Excitement about joining a scrappy startup climate action nonprofit.
 - Professional or volunteer experience with political organizing, government, or advocacy is a plus.
- Specific to this position:
 - Familiarity with the publications, key voices, range of narratives, and cultural and political contexts of the climate emergency.
 - A track record of generating impact using a range of marketing and communications strategies, and an interest in experimenting.
 - Excellent written/verbal communication and storytelling ability.
 - Basic familiarity with any graphic design tool.



- Experience with earned media and public relations is a plus.

Benefits of Working With Climate Changemakers

- We're a **small, fun, and supportive team** with big climate advocacy goals! Come join us in these early days and help us shape our marketing strategy to power more high-impact climate action.
- **Remote work:** We are a virtual organization with staff and volunteers spread across the United States and Europe.
- **Flexibility:** We're a team that believes family, life, and health come before work. If you can hit your goals, we don't care when you work or if you need to take an hour off in the middle of the day to take care of whatever calls to you in life. We measure results, not hours worked.
- **Autonomy:** Our goal is to create an atmosphere where people can thrive and do their best work. We believe in setting ambitious goals and then trusting our team to achieve them, without micro-management or pointless meetings.
- **An inclusive culture that values diversity:** We're deeply committed to building a diverse and welcoming staff and volunteer community.

Other Details

- **Location:** Remote, on U.S. time zones - EST, CST, MST, or PST
- **Compensation:** \$62,000 - \$70,000, depending on experience. We provide medical and dental insurance, and a 401(k) match.
- **Vacation:** We have a generous and flexible attitude towards time off, and expect that you'll take at least 4 weeks off per year.

To Apply

Please send a cover letter describing why you are the right person for this job along with your resume *or* LinkedIn profile to info@climatechangemakers.org, with "Job Application: Marketer" in the subject line. If possible, please attach or include links to examples of content you've produced, with an explanatory note about how you distributed it, your budget, and results. We'll evaluate applications on a rolling



basis; this position will remain open until we find the right person to fill it. We're looking for someone who can start ASAP.

Climate Changemakers is committed to workplace diversity and inclusion, and we know that durable climate solutions must center environmental justice. For these reasons, we particularly encourage people from under-represented communities to apply for this position. We are an equal opportunity employer and do not discriminate in hiring or employment on the basis of race, color, religion, national origin, gender identity or expression, marital status, sexual orientation, age, ability, veteran status, personal appearance, family responsibilities, or any other characteristic protected by federal, state, or local law. Salary is based on a nonprofit scale and commensurate with experience.

