



**EARTHQUAKE ENGINEERING RESEARCH INSTITUTE**  
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## EMPLOYMENT OPPORTUNITY

<i>Job Title</i>	<b>Communications and Program Coordinator</b>
<i>Reports To</i>	Executive Director & Program Manager
<i>Anticipated Start Date</i>	May 1, 2021
<i>Exempt Classification</i>	Non-Exempt
<i>Employee Type</i>	Regular Full-Time (37.5 hours per week)

### **Opportunity Summary**

The Earthquake Engineering Research Institute (EERI) -- a non-profit membership organization dedicated to understanding earthquake risk and increasing earthquake resilience in communities worldwide -- seeks a proactive, creative, organized, and technology-aware Communications and Program Coordinator. This person will implement a communications program aligned with EERI's brand and goals with a focus on ensuring high visibility for EERI amongst current members, prospective members, and other stakeholders, and will deploy activities by various programs and committees that heavily leverage the communications infrastructure.

The Communications and Program Coordinator must be self-motivated, flexible, an excellent communicator, and an outstanding team player. This position requires someone eager to lead the writing and deployment of clear, concise messaging to a diverse technical audience of academics, practitioners, and students through a variety of electronic communication mechanisms. Confidence in deploying social media messaging and interacting with a membership database is necessary. Strong planning and organizational skills are essential because program activities will vary in scope, timeline, and team size. Enthusiasm for supporting a diverse cross-section of member volunteers and flexibility to adjust to shifting demands will be essential.

The Communications and Program Coordinator should be adept and comfortable working in a collaborative working environment, both virtually and in-person, amongst a small staff and many professional volunteers. Travel is required for EERI's Annual Meeting and occasionally for other U.S. conferences or meetings.

EERI ([www.eeri.org](http://www.eeri.org)) is the leading non-profit membership organization dedicated to understanding earthquake risk and increasing earthquake resilience in communities worldwide. Our diverse multidisciplinary membership includes researchers, practitioners, and students in engineering, geoscience, social science, architecture, planning, government, emergency management, public health, and policy making. Our 3,000 members are organized into volunteer committees, projects, and both regional and student chapters that conduct activities to achieve our mission. A small six-person staff runs the organization from a casual professional office at City Center in downtown Oakland on the BART line, though current operations are remote due to the coronavirus health pandemic and are currently expected to remain remote until July 1.

The salary range will be from \$65,000 to \$70,000 based on the candidate's qualifications and experience. EERI provides a comprehensive employee benefits package, paid vacation, holidays, and sick days.

### **Duties and Responsibilities**

This employment opportunity is intended to provide an overview of the essential functions and qualifications of the job, and is not intended to be an all-inclusive list of duties and responsibilities. Other duties must be completed as assigned, and collaboration and teamwork across teams is required.

#### **Communication Functions (reports to Executive Director) – 50% time:**

1. Utilize EERI's Membership Management System to filter member records and accurately deploy communications and emails to various members segments.
2. Serve as primary writer and editor of EERI newsletter and ensure on time delivery to the EERI membership per the established publication calendar.
3. Create marketing materials and execute communications strategies for webinars, seminars, annual meetings, national conferences, publications, and other initiatives. Design, coordinate and deploy marketing and advertising messaging for the 12<sup>th</sup> National Conference on Earthquake Engineering, scheduled for June 27-July 1, 2022.
4. Create and deploy regular communications for membership recruitment and retention, including:
  - a. Messaging in support of EERI's membership renewal campaign
  - b. Targeted messages to lapsed or prospective members.
5. Create and deploy monthly email communications featuring Earthquake Spectra content, including *OnlineFirst* curated summaries & issue release emails.
6. Serve as the lead writer and editor for EERI's social media channels, ensuring consistent and regular communications.
7. Update EERI's websites as needed with news items, events, and other items.
8. Support production of selected publications, and manage all outside vendors to ensure their accurate preparation and timely delivery.
9. Conduct analysis of communication program effectiveness, and report outcomes to EERI leadership or funding agencies as requested.

#### **Program Functions (reports to Program Manager) – 50% time:**

10. Deploy EERI's Webinar Series ensuring professional, timely, and seamless delivery of the webinar content to members and attendees before, during, and after each event. This includes webinar scheduling, speaker coordination, platform (such as Zoom) and registration set-up, advertising and promotion, attendee communications and follow-up, launching and monitoring webinars, archiving and posting webinar files and recordings, and preparing summaries for grant reporting.
11. Serve as staff liaison to the Professional Development Committee that is responsible for identifying webinar series content and speakers. Coordinate as required with other committees and groups with proposed webinar content, including but not limited to EERI Regional Chapters, EERI's Younger Members Committee, and occasionally external partner organizations.
12. Provide support to EERI Regional Chapters for their membership tracking, communication, outreach, and event needs. This support may include website creation/editing, email blasts, webinar planning, event registration, membership exports and analysis, annual board reporting,

scheduling and hosting coordination calls, and various other tasks. Respond to chapter officer queries and provide support as needed.

13. Provide occasional limited support to EERI Student Chapters, including website updating and annual report processing.
14. Serve as staff liaison to several EERI committees as assigned, such as the Younger Members Committee and Oral History Committee, providing various logistical and communications support.
15. Occasionally, other duties or special projects as assigned.

## **Qualifications**

### **Education and Experience**

- Bachelor's degree in a related field
- Two to five years working in a professional environment
- Recent experience with marketing, communications, and media relations
- Recent experience contributing to diverse teams with staff and professional-level volunteers
- Some experience with database management, data entry, and analysis
- Some experience working with non-profit organizations or membership associations

### **Skills**

- Proven ability to effectively manage multiple projects and assignments
- Strong organizational skills and attention to detail
- Excellent written and verbal communication skills
- Advanced proficiency in Microsoft Office (Word, Excel, PowerPoint) and Google Suite (Gmail, Drive), including mail merge functions.
- Proficiency in communications and email marketing platforms (Hootsuite, MailChimp or similar)
- Proficiency in website updating using content management systems (Joomla, WordPress)
- Proficiency in Adobe Creative Suite (Photoshop, Indesign) or equivalents (Canva)
- Proven ability to implement straightforward programs and activities
- Familiarity with database management
- Outstanding proficiency in English language for professional correspondence

## **Salary Range and Benefits**

The salary range will be from \$65,000 to \$70,000 based on the candidate's qualifications and experience. EERI provides a comprehensive employee benefits package, paid vacation, holidays, and sick days.

## **Working Conditions**

EERI has a casual professional work environment in City Center Oakland on the BART line. This position may require occasional evening and weekend work. Travel is required for EERI's Annual Meeting and occasionally for other U.S. conferences, meetings, or other activities. Travel may also be required immediately following earthquakes in North America, and for some international conferences.

## **Physical Requirements**

Position requires long hours of sitting and using office equipment and computers. Light lifting of supplies and materials may be necessary from time to time, including set-up of simple audio-visual equipment, EERI display and marketing materials, and signage for events.

## **Direct Reports**

None.

## **About EERI**

EERI ([www.eeri.org](http://www.eeri.org)) is a non-profit membership organization dedicated to understanding earthquake risk and increasing earthquake resilience in communities worldwide. It has an international audience of professionals from many disciplines associated with earthquake engineering and risk management. The Institute undertakes a number of projects for federal and international agencies and foundations, as well as internally funded projects that benefit the Institute and its 3,000 members.

## **How to Apply**

Interested individuals should [apply via Idealist](#) by submitting a resume and letter of interest to EERI by April 16, 2021. Applications will be reviewed upon receipt, so applicants are encouraged to apply early. Inquiries can be sent to [jobs@eeri.org](mailto:jobs@eeri.org), no calls please. More information can be found at: <https://www.eeri.org/careers-at-eeri/>

Idealist posting: <https://www.idealist.org/en/nonprofit-job/0ac2da5dc0b94ae581f9cfa017f573c2-communications-and-program-coordinator-earthquake-engineering-research-institute-oakland>