



Communications Volunteer Description for Climate & Agriculture Policy Nonprofit Remote Positions for Spring 2021

The Rural Investment to Protect our Environment (RIPE) Roadmap is a non-profit program dedicated to fostering a bipartisan coalition for federal climate policy that invests in sustainable agriculture and agricultural producers' profitability. Volunteers will gain experience with marketing strategy, content marketing, and content generation. If you are a talented and proactive communicator interested in bipartisan climate policy, this is the opportunity for you.

About RIPE

RIPE is a non-profit based in Washington, DC that works on the following goals:

- **Comprehensively address climate change with bipartisan mandate**
- **Fairly compensate farmers with a profitable and reliable revenue stream** that communities can rely upon in an era of declining rural economies, volatile commodity prices & disrupted access to international markets.
- **Invest in voluntary sustainable agriculture practices to improve drinking water quality, soil health, and climate mitigation**

Experience Gained & Responsibilities

Volunteers are integrated into the RIPE team as core members and are treated as communications professionals. Volunteers will perform any of a number of projects, including those listed below. The final workplans will be designed in consultation with each volunteer's interests, balanced with program priority needs. Volunteers will have a combination of communications responsibility and some administrative support.

- Aid in the ideation and execution of CFK's digital marketing strategy across the following platforms
 - Facebook, LinkedIn, Instagram, Twitter
 - MailChimp
 - Google, WordPress
- Develop and support content-marketing efforts including blog posts, social media assets, newsletters, etc.
- Aid in the ideation and execution of marketing collateral including print communications pieces
- Possess a willing to jump in and provide assistance outside of job description to achieve team success

Skills & Interests

The desired skills and interests of this volunteer position are:

- Knowledge/experience in copywriting, short and long form
- Ability to adapt to brand voice and tone in writing
- Some social media execution experience or interest in expanding skills
- Experience with marketing research or interest in expanding skills
- Video creation/editing experience
- Content creation experience – knowledge in creating social media in graphics in Canva, Adobe Creative Cloud, or another applicable program
- Experience in conversion copywriting

Logistics

- Volunteer positions runs from early January through May, with 3 weeks' vacation.
- Interns work remotely with flexibility on which hours work for you. Weekly or bi-weekly check-in calls will be scheduled in advance at the same time each week. Volunteers submits weekly work memo in advance of those calls and will receive feedback on those calls.
- Team check-ins will occur weekly, allowing volunteers to present summaries of their research to RIPE staff and connect with other volunteers.
- Please submit your resume and cover letter to Info@RipeRoadmap.org by December 1, 2020. Please use the subject line “Communications Volunteer Application for Spring 2021.” Due to the high volume of applicants we do not respond to all candidates. Top applicants will be invited for interviews by the 15th of the month that applications are due.