



PCEJ EF Job Description Communications Specialist

Job Title: Communications Specialist

Organization Background: The People's Collective for Environmental Justice (PC4EJ) is a community-centered nonprofit organization that advances environmental justice across California's Inland Empire. PC4EJ was created to confront systemic pollution, environmental racism, and the disproportionate health burdens facing Black, Latino, Indigenous, and immigrant communities, especially those living near freight corridors, warehouses, and industrial hubs in cities like San Bernardino, Bloomington, and Colton.

Through grassroots organizing, community education, policy analysis, research, and civic engagement, PC4EJ equips frontline residents with the tools to understand environmental harms and lead meaningful change. Rooted in EJ principles, the collective works toward clean air, safe neighborhoods, and a just transition to healthier, more resilient communities across the Inland Empire and beyond.

Full or Part-time: Full Time, Exempt
How Many Hours a week: Average 40 hours/weekly
Location: Hybrid

Reports to: Director of Communications & Digital Strategy
Starting Salary/Benefits: \$70,304 plus general benefits

Application Process: Interested applicants, please fill out the google form at www.pc4ej.org/careers

PCEJ considers all applicants based on merit without regard to race, sex, color, national origin, religion, sexual orientation, age, marital status, veteran status, or disability.

For any questions or clarifications, please reach out to PCEJ at contact@pc4ej.org

Job Description Summary: The Communications Specialist works with the Director of Communications & Digital Strategy to strengthen PCEJ's communications across all platforms, including the website, social media, and other digital tools. Core responsibilities include drafting press materials, coordinating with journalists, and managing media monitoring. Candidates should have 3–5 years of experience in public relations or journalism with strong writing, organizational, and detail-oriented skills. The role supports the publication and promotion of issues, campaigns, and organizational priorities; maintains the internal communications calendar; and develops strategic content that uplifts PCEJ's work. The Specialist collaborates closely with the Policy team and with coalitions such as JustSB, the San Bernardino Airport Coalition, and redistricting partners to ensure consistent, compelling, and community-centered messaging.

Job Duties and Responsibilities:

CRM - Membership

- Develop, implement, and maintain digital advocacy tools, including petitions, texting systems, and CRM platforms, to enhance member engagement and advance organizing goals.
- Build and maintain PCEJ's membership base through follow-up communications and digital engagement strategies.
- Lead work in Mailchimp and membership communications, ensuring consistent and timely outreach.
- Manage CRM tools by organizing member data, exploring features, and building sustainable engagement workflows.

Press and Media

- Draft, edit, and coordinate approval of press releases, media advisories, talking points, Q&As, fact sheets, background materials, and related content.
- Ensure message consistency across all paid, earned, shared, and owned media channels.
- Maintain regular contact with journalists: respond to inquiries, pitch stories proactively, and coordinate interviews. Utilize radio and podcasts as part of a broader media strategy to promote community engagement, EJ education, and advocacy.
- Pitch stories to television, radio, print, and online media to secure coverage of PCEJ's work. Assist in organizing and executing press events, influencer activations, and stakeholder meetings.
- Manage media monitoring, reporting, and internal trackers, including coverage clippings, media lists, agendas, and reporting dashboards.
- Act as a brand guardian by upholding PCEJ's tone, language, and core values in all external communications.

Support the Comms Team in other Communications Areas:

- Support the development and execution of social media campaigns for key dates, themes, and organizational priorities.
- Support in producing engaging digital content, including newsletters, blogs, graphics, videos, and website updates, in collaboration with the PCEJ team and under the guidance of the Director of Communications & Digital Strategy.
- Promote new content, key pages, and calls-to-action across all channels, tailoring messaging for different audiences and platforms.
- Maintain and manage the internal communications calendar and weekly/monthly workflows, tracking upcoming issues, news, and external opportunities to guide content planning.
- Support events by coordinating online outreach, marketing, day-of social media coverage, and social sharing toolkits.
- Research and collect information to inform content development and communications strategies.
- Draft and prepare social media content, graphics, and multimedia assets for review and scheduling by the Director of Communications & Digital Strategy.

Communication support for Policy Team

- Support and work closely with the Policy team to ensure all communications align with policy goals, reflect accurate policy information, and meet compliance requirements.
- Assist in Research and support texting systems for automated and targeted outreach that advance organizing, advocacy, and educational efforts.
- Monitor competitor activity and industry trends; provide summaries and insights to the team.
- Proofread and coordinate production of communications materials.
- Oversee updates to the PCEJ website or support the Web Designer as needed.
- Assist in creating graphics, videos, and multimedia content for digital campaigns.
- Assist in the development and implementation of long-term and project-based communications strategies in collaboration with the PCEJ team.
- Work closely with PCEJ collaboratives and coalitions, representing PCEJ in collaborative spaces as needed.
- Support communications work with the Policy Department to ensure alignment, compliance, and strategic messaging.
- Assist in the growth and visibility of PCEJ through strong storytelling and community-centered communications.
- Perform other duties as assigned.

Required Skills & Qualifications

- Deep commitment to PCEJ's mission, vision, values, and principles.

- Should have 3-5 years of experience in public relations or journalism and demonstrate strong writing.
- Excellent written, verbal, and interpersonal communication skills.
- Strong understanding of social media platforms, digital tools, and the ability to create engaging web and mobile content.
- Knowledge of press and media relations practices.
- Familiarity with environmental justice issues and community-based organizing.
- Strong problem-solving and analytical skills.
- Strong sense of autonomy and ownership of tasks and deadlines.
- Creativity and the ability to produce compelling, relevant content.
- Awareness of trends in mass media, digital culture, and pop culture.
- Ability to work collaboratively with PCEJ staff, partners, and coalition members.
- Highly motivated, organized, and able to manage multiple deadlines.
- Flexible and able to work cooperatively under pressure.
- Understanding of policy and compliance considerations in communications.
- Understanding of the Inland Empire's policy and community context, including how intersecting environmental, economic, and social issues affect residents and inform community-centered advocacy.
- Bilingual in English and Spanish preferred.