

## PROGRAMS AND COMMUNICATIONS MANAGER (Contract Position)

### **OVERVIEW**

Lexington Climate Action Network (LexCAN) is seeking a part-time individual (~20hrs/week) to assist its Board and committees in implementing our priority goals — program coordination, communications and marketing. This newly created role of Programs and Communications Manager (PCM) is an exciting opportunity to enhance LexCAN's program and marketing initiatives. The PCM will work remotely with some in-person events and meetings.

### **TO APPLY**

Send a resume and cover letter to [lexclimateaction@gmail.com](mailto:lexclimateaction@gmail.com) by April 15, 2026. Interviews will be conducted on a rolling basis.

### **RESPONSIBILITIES**

- **Lead the development and implementation of a marketing strategy** to elevate LexCAN's visibility, and expand community participation in LexCAN programs, which includes:
  - Managing digital content: Maintaining LexCAN's presence and driving engagement through social media, website, newsletter, and direct email
  - Tailoring communication channels, content and formats to the habits of different constituencies
  - Developing new outreach channels such as short videos and student-produced marketing vehicles
- **Tactical and logistical planning**, marketing, and outreach for LexCAN programs, which includes:
  - Executing bi-weekly LexCAN community events (in person or virtual), panels and presentations, typically around 18 events annually, primarily in Fall/Winter/Spring
  - Managing ongoing campaigns (e.g., encourage adoption of heat pumps and rooftop solar)
  - Assisting with programs in collaboration with the Town Sustainability and Resilience Officer and other local partner groups (e.g., Fall 2026 Town Sustainability fair)
  - Maintaining records of activities to enable models for future programming and marketing
  - Attending and assisting with relevant committee meetings

### **PREFERRED QUALIFICATIONS**

- Outstanding oral and written communication skills
- Facility with organization and marketing tools, including Google Workspace, Canva, and social media platforms (Facebook, Instagram)
- Excellent organizational skills, including ability to handle multiple projects simultaneously
- Knowledge of, or interest in learning quickly about, climate change issues
- Experience with event planning and marketing/community outreach
- Ability to maintain and update website content

### **ABOUT LEXCAN**

LexCAN is a community-based nonprofit organization working at the intersection of education, policy advocacy, and community action to address climate change. We strive to empower residents and town leadership to adopt sustainable practices, increase energy efficiency, and build a climate-resilient future.

As a volunteer-led organization, LexCAN operates through a collaborative committee structure. The PCM will play a vital role in this ecosystem, working closely with the Communications Committee to maintain a consistent organizational voice, the Programs Committee to drive the successful execution of our community events and initiatives and the Town Sustainability leadership.

### **CONTRACT DETAILS**

- The PCM will work as an independent contractor (1099). Hourly pay will be commensurate with experience (in the range of \$28 - \$30).
- Compensation is based solely on actual hours worked and reported.
- Position does not include employer-provided benefits (such as health insurance, 401k, or paid time off).
- Approximately 20 hours per week. While the contractor has significant autonomy over their schedule, flexibility is required to support occasional evening meetings and weekend community events.
- The PCM will have the flexibility to determine their own work hours to meet project milestones and deadlines. If a vacation/absence is anticipated, the PCM will be expected to ensure coverage for scheduled events and team meetings.
- Initial one-year commitment with the possibility of extension based on performance and organizational needs.
- Valid Social Security Number or ITIN and completion of a W-9 form is required.
- Candidates must be legally authorized to work in the United States.