



## **JOB DESCRIPTION**

**POSITION:** EarthEcho Youth Engagement Coordinator

**STATUS:** Regular full-time

**SUPERVISOR:** Director of Youth Engagement

**LOCATION:** Virtual, continental United States preferred

### **BACKGROUND**

EarthEcho International is a nonprofit dedicated to building a global youth movement to protect and restore our ocean planet, a critical part of creating a sustainable and equitable future for all. Established by explorer and advocate Philippe Cousteau, Jr, in honor of his father, Philippe Cousteau Sr., and grandfather, legendary explorer Jacques-Yves Cousteau, EarthEcho's mission is to build a global youth movement to protect and restore our ocean planet. We reach more than 2 million people in 146 countries, providing original education content, immersive training, leadership experiences, and active collaboration networks free of charge for youth and the teachers and community leaders who work with them. Our signature programs equip individuals and groups to identify local needs, develop plans, and take action starting in their own communities as part of a larger connected global network of changemakers.

### **SCOPE**

EarthEcho has an immediate opening for a coordinator working with young people who make up the organization's primary stakeholders. Our core programs are designed as a path of action for youth to become leaders and change the world. We advance our mission by building ocean and climate literacy in youth; connecting youth to the broader community of ocean advocacy and activism through convenings and professional learning opportunities; and elevating youth-led ocean and climate action. One of the primary ways we do this is through the GenSea online community, which unites 1,300+ young ocean advocates from 100+ countries ages 13-25 for networking, learning, and collaboration to protect and restore our ocean planet—a hub for learning, action, and impact 365 days of the year

The Youth Engagement Coordinator will play a pivotal role in EarthEcho's efforts to engage youth in advancing ocean protection and restoration. This role involves coordinating activities, programs, and initiatives aimed at fostering personal development, leadership skills, and community involvement among young individuals. The Coordinator will work closely with young people and various stakeholders fostering a nurturing and inclusive environment that promotes their engagement in the GenSea community. The Coordinator will assist in the development of and lead the execution of the GenSea community engagement strategy, ensuring the platform is populated with consistent content/posts, opportunities, and learning experiences/events to support members in advancing ocean protection and restoration.

## **KEY DUTIES AND RESPONSIBILITIES**

### **Responsibilities:**

Collaborate with EarthEcho's Director of Youth Engagement, Earth Echo's communication team, Youth Leadership Council, EarthEcho partners, and GenSea community members to drive GenSea community recruitment to support the expansion of this community

- Assist in defining overall strategy and annual development of roadmap for community engagement. Co-develop and deploy creative engagement strategies for driving community membership and engagement while rewarding active participation.
- Develop and execute member recruitment campaigns
- Collaborate with the communications team to develop public facing GenSea marketing tools and resources benefiting both youth leaders and partner organizations.
- Cultivate internal community champions.
- Define, track, and report on KPIs and community success metrics
- Plan and execute GenSea community events (virtual and in person) including monthly skill building workshops, community building/networking sessions, and meet-ups.
- Promote all events: build out event content, promote events online, serve as on-camera host/moderator when applicable and support EarthEcho youth leaders in leading/hosting events where opportunities arise.
- Collaborate with supervisor to support the development of partner opportunities within the GenSea community and serve as a key point of contact to support partners/group leads working to engage their audiences in the GenSea platform.
- Consistently moderate within the GenSea community to protect the safety of community members, given that some members of the youth community are under the age of majority (18 in the U.S.)
- Serve as the key point of contact with EarthEcho's technology providers for the GenSea community, leveraging their support to ensure community success and identify/deploy new community features based on interests and needs of

### **Youth Program Development:**

- Assist EarthEcho's Director of Youth Engagement with the development and implementation of meetings, workshops, and professional development sessions to support the work of EarthEcho's core Youth Leadership program participants (including the Youth Leadership Council and Youth Ambassador Programs)
- Collaborate on logistics, including venue selection, scheduling, and coordination of resources.
- Assist in the development, launch, promotion, and logistics of EarthEcho's youth leadership program application processes for youth programs and grant opportunities

### **Data Tracking and Reporting:**

- Maintain records and collect data on program participants and their progress.
- Ensure data privacy standards are maintained within EarthEcho's digital community and among EarthEcho's youth network
- Prepare regular reports for donors, stakeholders, and board members to demonstrate the program's impact.
- Raise awareness of youth-related challenges and success stories to garner support.

#### **Desired Skill Set:**

- **Community Development:** Minimum two years of experience in online community development or support and/or campaign/membership recruitment (applicable unpaid experience will be considered)
- **Program Coordination:** Demonstrated experience in planning, coordinating, and executing events, workshops, and activities. Strong technology skills.
- **Mentoring Skills:** The capability to mentor and support youth, fostering a positive and encouraging environment.
- **Data Management:** Proficiency in collecting and analyzing program data, creating reports, and using data to enhance program effectiveness.
- **Effective Communicator:** Demonstrated excellence in written and other digital communication as well as a highly skilled on-camera facilitator.

#### **Successful candidates will demonstrate:**

- **Youth Development Knowledge:** A connection to EarthEcho's mission and an understanding of the unique challenges and needs of young individuals, with an ability to develop programs that support their goals.
- **Empathy and Communication:** Exceptional interpersonal and communication skills to build strong relationships with young people, Exceptional written and oral communication skills.
- **Community Engagement:** A passion for community involvement and the ability to build partnerships and campaigns.
- **Flexibility:** The ability to adapt to changing circumstances, problem solve, manage time efficiently, and address challenges effectively.
- **Working Environment:** Must be self directed and experienced/comfortable in working in a remote/virtual environment.

#### **WHO WILL THRIVE IN THIS ROLE**

We are looking for more than just hard skills and experience; we are looking for colleagues who share our values and add value to the culture of EarthEcho International by:

- **Connecting to our mission.** Do you believe that a youth movement will provide the durability needed to build a more sustainable world?
- **Thriving on Innovation:** Do you love to problem-solve and bring your own new ideas to life?

- **Committed to Justice, Equity, Diversity, and Inclusion in your work and life.** Do you understand that conservation and environmental work have historically and unjustly excluded communities, particularly BIPOC communities? Do you want to work with a team that centers social justice as essential to solving the challenges of a deteriorating ocean and climate?
- **Resourceful:** Are you able to work independently and develop potential solutions to overcome problems or limitations?

#### **ADDITIONAL INFORMATION**

- EarthEcho International is an Equal Opportunity Employer.
- Applicants must be authorized to work in the United States.
- Applicants should be able to pass a criminal background check in order to work with participants under the age of 18.
- Salary is in the \$50,000 range, commensurate with experience.
- EarthEcho offers a competitive benefits package.

#### **TO APPLY”**

Please send a cover letter and resume to [jobs@earthecho.org](mailto:jobs@earthecho.org) and indicate “Youth Engagement Coordinator” in the subject line.