



Director of Storytelling & Communications

Location: New Jersey / Newark

Workplace type: Hybrid

Compensation: \$85k-95k yearly, depending on experience

Classification: Full-time, salaried

Deadline Date: Open until filled

About the Organization

The New Jersey Environmental Justice Alliance (NJEJA) is an alliance of New Jersey-based organizations and individuals committed to working together to create healthy, sustainable, and just communities by eliminating environmental injustices in low-income and communities of color. We support and work with communities through local, state, and national policy development, targeted campaigns and organizing, education, advocacy, training, and technical assistance focused on critical environmental justice issues.

About the Role

The Director of Storytelling & Communications serves as the steward of NJEJA's public voice and a catalyst for the shared narrative of New Jersey's environmental justice movement.

This position leads NJEJA's communications strategy while ensuring that the organization's stories, messages, and materials reflect its mission, values, and commitment to community leadership. Working closely with the Executive Director, staff, alliance members, and community partners, the Director develops communications strategies that elevate community voices, strengthen advocacy efforts, support campaigns, and build public understanding of environmental justice.

The Director also helps strengthen communications capacity across NJEJA's statewide alliance by developing shared messaging, storytelling tools, and resources that coalition partners can adapt to their own communities. This role recognizes that powerful communications are not only about increasing visibility—they are about building trust, shifting narratives, and strengthening collective action.

Successful candidates understand that communication is a tool for movement building. They know how to transform complex issues into stories that connect with people, create resources that support collective action, and ensure that NJEJA's voice reflects the communities at the center of its work.

This person will strengthen NJEJA's ability to communicate with clarity, consistency, and authenticity while helping build a shared narrative across New Jersey's environmental justice movement. They will leave behind more than communications products—they will help build a trusted voice, stronger partnerships, and a more visible and powerful movement for environmental justice.

Core Responsibilities

1. Strategic Communications & Narrative Leadership
 - Develop and implement an integrated communications strategy aligned with NJEJA's organizational priorities, advocacy efforts, and movement-building goals.



Director of Storytelling & Communications

- Serve as a strategic partner to the Executive Director, staff, and alliance members in shaping messaging and communicating organizational vision.
 - Develop and maintain messaging frameworks, editorial standards, and communications resources that ensure consistency across platforms and audiences.
 - Translate complex environmental justice issues, policies, and technical information into accessible, compelling, and action-oriented communications.
 - Ensure that NJEJA's communications center the experiences, expertise, and leadership of communities most impacted by environmental injustice.
2. Brand Stewardship & Content Development
- Serve as the steward of NJEJA's brand identity, ensuring consistency across print, digital, and public-facing materials.
 - Conduct regular audits of existing communications materials and recommend improvements to strengthen alignment, accessibility, and consistency.
 - Create and oversee development of educational materials, including one-pagers, fact sheets, reports, campaign materials, newsletters, website content, and other resources.
 - Develop storytelling approaches that highlight community leadership, organizational impact, advocacy efforts, and movement wins.
 - Support the creation of visual communications and coordinate with designers, photographers, videographers, printers, and other creative partners as needed.
3. Digital Communications & Social Media
- Lead NJEJA's digital communications strategy across website, email, and social media platforms.
 - Develop and manage a comprehensive communications and social media calendar.
 - Create engaging digital content that educates, informs, and mobilizes diverse audiences.
 - Monitor engagement and communications trends and adapt strategies to increase impact.
 - Identify and leverage emerging communications tools and platforms that support community engagement and movement building.
4. Movement Communications & Alliance Engagement
- Help strengthen communications capacity across NJEJA's statewide alliance by creating shared messaging guides, campaign resources, and storytelling tools.
 - Partner with alliance members to identify opportunities for coordinated communications that advance shared environmental justice priorities.
 - Develop communications toolkits for campaigns, community outreach, trainings, tabling events, and coalition efforts.
 - Support rapid-response communications around emerging environmental justice issues, legislation, and policy developments.
 - Help create narrative alignment across diverse organizations while honoring the unique voices, experiences, and leadership of individual communities.
5. Community Outreach & Public Engagement
- Develop communications materials that support community education, organizing, and outreach efforts.
 - Support public-facing events, tabling opportunities, trainings, and community gatherings through effective messaging and materials.



Director of Storytelling & Communications

- Create accessible resources that help community members, partners, policymakers, and other stakeholders understand environmental justice issues and take action.
- Represent NJEJA at events and community activities as appropriate.

What We're Looking For

The ideal candidate will bring:

- Five or more years of experience in strategic communications, storytelling, public engagement, marketing, journalism, advocacy communications, or a related field.
- Exceptional writing, editing, and storytelling skills.
- Demonstrated ability to translate complex policy or technical information into accessible and engaging communications.
- Experience developing communications strategies across print, digital, and social media platforms.
- Experience managing organizational branding, messaging, and content development.
- Strong project management skills and the ability to manage multiple priorities.
- Excellent collaboration skills and the ability to work effectively with diverse stakeholders.
- Commitment to environmental justice, racial equity, and community-led solutions.
- Experience working with environmental justice organizations, advocacy organizations, grassroots movements, coalitions, or community-based organizations.
- Experience supporting communications for campaigns or policy initiatives.
- Graphic design experience using Canva, Adobe Creative Suite, or similar tools.
- Experience with website content management systems.
- Photography, videography, or multimedia storytelling experience.
- Familiarity with New Jersey's environmental justice landscape and community partners.
- Multilingual communication skills are welcomed.

Leadership at NJEJA

As a member of NJEJA's leadership team, the Director of Storytelling & Communications will help shape not only the work of their portfolio but the direction of the organization as a whole. This includes contributing to organizational strategy, helping identify emerging opportunities, supporting the Director of Storytelling & Communications cross-program integration, and strengthening the infrastructure needed for NJEJA to grow its impact. The Director will report to the Deputy Director and work closely with the Executive Director and other members of the leadership team. The role will have significant external-facing responsibilities and will be expected to cultivate relationships that expand NJEJA's reach, partnerships, resources, and movement-building capacity.

Salary and Benefits

This is a full-time, grant-funded, exempt position with matched 401k, paid holidays, and competitive benefits, including Health, Vision, Dental, Commuter, and Wellness. Health benefits begin on day one of employment. In addition, room, board, meals, and incidentals are covered during travel on behalf of the organization. The starting salary will range from \$85-95k yearly,



Director of Storytelling & Communications

depending on experience and qualifications. Employees are evaluated annually for pay raises. There is ample opportunity for professional development and growth within the organization.

Application Process

To apply, please submit your resume along with a brief cover letter describing your interest in the position. You may combine the resume and cover letter into one attachment. Applications will be accepted until the position is filled. Applicants can submit applications to jobs@njeja.org with "Director of Storytelling & Communications" in the subject line.

Equal Opportunity Statement

NJEJA is committed to equal opportunity and to creating an environment where every person is treated with dignity, respect, and fairness.

NJEJA does not discriminate on the basis of race, color, creed, religion, national origin, nationality, ancestry, age, sex, pregnancy, childbirth or related medical conditions, sexual orientation, gender identity or expression, disability, genetic information, atypical hereditary cellular or blood traits, marital status, domestic partnership or civil union status, familial status, veteran status or liability for military service, citizenship or immigration status, or any other characteristic protected by applicable federal, state, or local law.

NJEJA recognizes that systemic barriers have historically excluded many people from professional environments and leadership opportunities. We strive to make our recruitment and engagement practices accessible and inclusive, and we encourage applications from people whose experiences, perspectives, and communities have been underrepresented in the environmental movement and nonprofit sector. We especially welcome applications from people whose communities are on the frontlines of environmental injustice.