



## **Job Description Coordinator, Web Content**

Green Edge Collaborative is a social network for New York City residents to learn and discuss how our consumption choices affect our social, environmental and economic worlds – in our local neighborhoods as well as our global community. Through community engagement, Green Edge Collaborative facilitates an ongoing dialogue that builds awareness and inspires action toward a sustainable future.

The Coordinator, Web Content will play a key role within this growing organization. You will work closely with the Director, NYC Chapter as well as Event, Social Media and Public Relations Coordinators. The Green Edge NYC website is critical to the branding and growth of the organization. The commitment will vary in range from 10-20 hours each week depending upon scheduled events.

### **Responsibilities will include, but are not limited to:**

- Prepare event listings for website
- Manage incoming requests for event listings from our members and outside organizations
- Explore sustainability events throughout the city for listing on GENYC website
- Research and expand resource listings on website
- Participate in content preparation for weekly emails
- Involvement in the planning of and organization of Green Edge NYC events
- Investigate new technologies and techniques for online outreach
- Monitor Social Media outlets, Facebook, LinkedIn, Idealist, etc.
- Prepare basic analytics reports for website
- Strategize with Director and Coordinator, Social Media to increase website traffic and member sign-up
- Attend Staff Meetings and selected Event Meetings
- Cover GENYC table at scheduled events

### **Qualifications:**

- Experience in editing website pages, familiarity with Ning platform a plus
- Knowledge of HTML, Photoshop, InDesign, Excel, and Access
- Ability to work at home and attend meetings in Brooklyn and Manhattan, usually nights and weekends.

To apply for this position, please send an email with resume and cover letter to: [info@greenedgenyc.org](mailto:info@greenedgenyc.org)

**Green Edge Collaborative** is a social network that connects people with businesses, organizations and the resources they need to build a sustainable future. [GreenEdgeCollaborative.org](http://GreenEdgeCollaborative.org)

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