



Position Announcement

Content Writer Volunteer

Root Solutions is seeking creative and detail-oriented content writer volunteers to join a team of visionaries, creators, and disruptors who want to re-shape the future of the environmental movement in North America and beyond. Although this is a volunteer position, you will be an active member of our team and vital to the success of programs that will transform the environmental movement and the planet.

Overall Function

The Content Writer Volunteer will be responsible for supporting efforts to help our organization beautifully tell our story. This includes helping us grow visibility for the organization and promoting our forthcoming book, [Making Shift Happen](#), which will be published in December 2021. The book is a guide for practitioners in organizations, businesses, and government looking to design successful campaigns and initiatives that shift behavior toward positive environmental outcomes.

We are open to candidates with limited formal content writing experience as well as seasoned communication professionals looking to apply their skills to a good cause. The exact responsibilities will be dependent on the candidate's experience with content writing and copyediting. Tasks may include, but are not limited to:

- Drafting engaging content for all marketing channels, including our website, social media platforms, blog, newsletter, and email campaigns
- Collaborating with other team members, including graphic designers and subject matter experts, in order to create and deliver timely and relevant content
- Analyzing and optimizing content performance across all channels
- Proofreading pieces written by staff and volunteers in other departments, such as recruitment, research, and training
- Taking ownership of and enhancing Root Solutions' brand voice and tone, while establishing and adhering to defined editorial guidelines and maintaining error-free spelling and grammar
- Attending occasional virtual marketing meetings to connect and collaborate with the team and volunteers like you

Qualifications/skills and knowledge requirements:

Candidates should:

- Demonstrate a passion for the environment and communication
- Have excellent writing and communication skills
- Be self-motivated with the ability to meet deadlines and demonstrate initiative
- Be able to work on multiple projects with different objectives simultaneously
- Experience with brand building, national marketing, and digital innovation

Advanced candidates will:

- Have completed college coursework in Marketing, Communications, Journalism, or similar field with a strong writing portfolio
- Have 1+ years' experience in writing branded content for a relevant agency or in-house

Opportunities

- We work hard to pair our volunteers with projects that are interesting to them or important for their career growth.

Organization

Root Solutions works to provide conservationists and policymakers with tools and resources informed by the proven methods of behavioral economics and behavior design allowing them to create more effective campaigns, policies, and strategies that reflect how people are actually motivated and make decisions. By understanding human behavior and the factors which influence the choices people make, conservationists will be able to "nudge" people toward decisions and behavior that are good for them and good for the planet.

Location & Logistics

This position will be 100% remote, but candidates must be able to connect with us via Zoom or over the phone. This position is part time.

We are requiring a minimum commitment of 8 hours per week over 12 weeks. Ideal candidates will be able to commit to 6+ months.

Compensation

This is a volunteer position.

Application Materials

Interested applicants should submit a resume and, in lieu of a cover letter, create an email asking the Director of Sales and Marketing at 1 Hotels to sponsor Root Solutions ahead of its book publication. Send application materials to:

Ashleigh Kellerman
Project Manager
Email: info@therootsolutions.org
Subject Heading: Content Writer Volunteer

Please indicate whether you are planning to work for class credit or note whether you will receive any work-study or grant money for this position. Also indicate the number of hours you will be able to commit per week and whether you will be available during normal working hours.

Root Solutions

415.260.0626

info@therootsolutions.org

www.therootsolutions.org