



Credible.
Independent.
In the public interest.

Title: Communications and Outreach Director

Reports To: Executive Director

Salary Range: Negotiable; starting at \$70,000 (Full-Time Equivalent)

Hours: Negotiable; between 32 and 40 hours per week

Location: Bellingham, WA

The Pipeline Safety Trust seeks a Communications and Outreach Director to join our growing team dedicated to protecting people and the environment from pipeline accidents.

WHO WE ARE

The Pipeline Safety Trust (PST), based in Bellingham, WA is a national non-profit organization founded in response to the 1999 Olympic Pipeline Explosion as a watchdog on the US pipeline industry and its regulators.

Our mission is to promote pipeline safety through education and advocacy, increased access to information, and partnerships with residents, safety advocates, government, and industry, resulting in safer communities and a healthier environment.

WHAT WE VALUE

The Board and staff of the Pipeline Safety Trust value:

- Public safety and public interest
- Trust and credibility
- Fearless independence
- Inclusiveness and accessibility
- Proactive strategies

ABOUT THE ROLE

The Pipeline Safety Trust is seeking a conscientious leader and strong storyteller with a commitment to advocate for the public to keep communities and the environment safe from pipeline accidents and the potentially largest threat from pipelines – climate change. The Communications and Outreach Director will help staff craft and hone the organization’s message to the media, its active public audience, and other stakeholders. The ideal candidate will be a natural storyteller, able to distill complex, nuanced issues down to compelling messages. The ideal candidate will also have an active interest in engaging in Justice, Equity, Diversity, and Inclusivity work; investigating and describing how pipelines impact communities, including impacts related to Environmental Justice; and messaging pipeline issues through the lens of climate change.

The Communications and Outreach Director will create and execute a Communications Plan and build a nimble communications operation with dependable systems through the following media:

News Media

Due to our reputation for credible, independent information in the public interest, combined with a lack of other independent experts on pipeline safety, we receive frequent requests from national media

outlets such as the Associated Press, Politico, Bloomberg, The Wall Street Journal, NPR, E&E News, Inside Climate News, among many others. The organization frequently has to respond to breaking news of pipeline failures and explosions, glean available information about how and why a failure occurred, discern what regulations or historical data might be relevant, and provide that information to a variety of audiences. The Communications and Outreach Director will be responsible for crafting compelling messages for these media sources and will:

- Develop and coordinate news media messaging in line with the organization's mission, vision, and values
- Create, manage, and execute ambitious communications strategies through the news media
- Act as a spokesperson for the Pipeline Safety Trust and work with other staff to maintain consistent messages and avoid duplication
- Engage and build relationships with journalists

Social Media/Website

The Communications and Outreach Director will have social media and PST website responsibilities including, but not limited to:

- Map the PST website to ensure accessibility of information to the public and to the media
- Consistently update the PST website with relevant information
- Engage and build social media audience in line with the PST's Mission, Vision, and Values
- Integrate and coordinate messaging across media
- Analyze digital metrics and adjust strategy to maximize meaningful engagement

Public and Partner Communication and Outreach

Pipeline Safety Trust is a public advocate and has built a nationwide network of pipeline safety advocates who depend on the PST for independent information in their interest. Other NGOs, mostly environmental organizations, have also come to rely on the PST on pipeline issues. The Communications and Outreach Director will be responsible for providing appropriate information to these audiences and will:

- Create and deliver regular newsletters and emails
- Engage and grow PST's network of concerned members of the public, including those from marginalized and BIPOC communities
- Establish productive relationships with partner groups, including those from marginalized and BIPOC communities, that will help us achieve our mission

Organization Support

The Communications and Outreach Director will assist other staff members develop communications products including:

- Work with staff members to develop presentations and remarks for public appearances
- Work with Executive Director to develop presentations and official remarks for public appearances, including Congressional Testimony
- Work with staff members and Board Members to plan sessions, presentations, themes, and messages for the annual Pipeline Safety Conference
- Develop and manage collection of photos, videos and documents for communications

HOW TO APPLY

Email resume and cover letter to jobs@pstrust.org

Applications are due by October 22nd, 2021.

PST is committed to equal employment opportunities and encourages applications from people of all races, ages, gender identities, sexual orientations, religions, beliefs, national origins, or abilities.