



FracTracker Alliance Job Description: Manager of Communications

Join a collaborative, fast-paced team using data & storytelling to advance public health and environmental justice.

Position: Manager of Communications

Organization: FracTracker Alliance

Location: U.S.-based remote; occasional travel required

Supervisor: Executive Director (based in Pennsylvania)

Type: Full-time (37.5 hours per week) – Exempt

Salary Range: \$65,000–\$75,000, commensurate with experience

Benefits: Health, dental, & vision insurance; 401(k) employer match; short-term disability insurance

Application deadline

The priority deadline for this position is November 17, 2025. Applications are being reviewed on a rolling basis and candidates selected to move forward in the hiring process will be contacted via email.

About FracTracker Alliance

Founded in 2012, FracTracker Alliance is a nonprofit organization that maps, analyzes, and communicates the risks of oil, gas, and petrochemical development to advance just energy alternatives that protect public health, natural resources, and the climate.

We equip advocates, journalists, researchers, and communities with transparent data and visual tools that drive accountability and inspire change.

Role Summary

The Manager of Communications plays a key role in shaping and implementing FracTracker's external communications, ensuring our data, research, and stories reach the audiences best positioned to make change. This role focuses on coordinating communication strategies, managing digital content, and overseeing media relations.

The ideal candidate is both a storyteller and a systems thinker and should be comfortable crafting persuasive content, overseeing a complex digital ecosystem, and collaborating across programs to align communications with organizational goals.

Key Responsibilities

Strategic Communications

- Propose, evaluate, and refine communications activities to align with FracTracker's mission and goals.
- Serve as the first line of quality control for all public-facing communications, reviewing and editing all written, visual, and digital content prior to Executive Director review and publication.
- Review and approve all social media content for accuracy, tone, and brand alignment.
- Collaborate with staff to translate technical research and data into accessible, compelling stories and visuals.
- Maintain and update brand and content standards, including style guides, templates, and visual assets.
- Gather and interpret user feedback to enhance accessibility and engagement across FracTracker's digital platforms.

Media Relations & Storytelling

- Proactively pitch stories, prepare media advisories, and coordinate responses to press inquiries.
- Write, edit, and publish articles, blogs, and other content on issues related to oil, gas, and petrochemical development.
- Prepare and distribute the organization's annual report.
Support donor communications and digital fundraising campaigns through clear, mission-aligned storytelling.
- Contribute to grant proposal and report narratives as requested.

Digital Content & Web Management

- Manage and edit website content through FracTracker's Webflow CMS, ensuring accuracy, functionality, and a consistent user experience.
- Implement front-end improvements informed by analytics, accessibility standards, and user feedback.
- Create, update, and optimize pages, articles, and data-driven features that showcase FracTracker's research and mapping work.
- Coordinate with web developers and IT partners to maintain technical performance, troubleshoot issues, and uphold cybersecurity best practices, including secure data handling and access management.
- Ensure all content meets high standards for editorial quality, visual clarity, and accessibility.

Supervision

- Supervise communications interns and volunteers as available.
- Provide mentorship and constructive feedback to staff contributing communications content.

Additional Duties

- Perform other communications-related tasks as assigned.

Qualifications

Minimum Requirements

- Bachelor's degree in communications, journalism, digital media, or a related field.
- At least three years of professional experience in communications, digital strategy, or a related role, with proven ability to independently manage projects, uphold editorial standards, and coordinate with cross-functional teams.
- Knowledge of issues related to fossil fuel development, public health, open data, and/or environmental justice.
- Demonstrated experience managing websites and digital platforms (Webflow, WordPress, or similar platforms), with the ability to oversee both the technical and editorial aspects of a CMS to ensure functionality, consistency, and high-quality presentation.
- Ability and willingness to travel (~5% annually).
- Valid U.S. driver's license and eligibility to work in the United States.

Preferred Skills

- Advanced proficiency in Webflow or comparable CMS platforms, with working knowledge of HTML, CSS, and basic JavaScript.
- Understanding of UX principles and website analytics tools.
- Media relations experience, including press outreach and story pitching.
- Graphic design and/or data visualization experience (e.g., Canva, Adobe Creative Suite).
- Strong organizational and interpersonal skills.
- Commitment to environmental justice and experience working in or alongside frontline communities.

To Apply

Visit www.fracktracker.org/careers to apply. A resume and cover letter are required.

The priority deadline for this position is November 17, 2025. Applications are being reviewed on a rolling basis and candidates selected to move forward in the hiring process will be contacted via email.

For questions, please contact Shannon Smith at smith@fracktracker.org.

FracTracker Alliance is an equal opportunity employer. All decisions regarding recruiting, hiring, promotion, assignment, training, termination, and other terms and conditions of employment are made without unlawful discrimination on the basis of race, color, national origin, ancestry, sex, sexual orientation, gender identity or expression, religion, age, pregnancy, disability, work-related injury, covered veteran status, political ideology, genetic information, marital status, or any other factor that the law protects from employment discrimination.

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form upon hire.
