

FracTracker Alliance Job Description: Manager of Communications

Join a collaborative team using data and 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: \$70,000 annually

Benefits: Health, dental, and vision insurance; 401(k) employer match; short-term disability insurance; paid time off and organizational holidays

Application deadline

The priority deadline for this position is Friday, July 24, 2026. Applications will be reviewed on a rolling basis, and the position will remain open until filled. 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 provide communities, advocates, journalists, researchers, and decision-makers with accessible data, analysis, and visual tools to support informed action and public accountability.



About the Position

The Manager of Communications helps FracTracker turn technical research, data, and community experiences into clear, useful, and compelling public communications.

This person manages FracTracker's editorial content, social media, newsletters, website content, general public inquiries, and day-to-day media coordination. The Manager works closely with program staff, who are the organization's subject-matter experts, and with the Executive Director, who leads high-level media strategy and reviews sensitive or significant public communications.

The Manager also serves as FracTracker's primary staff contact for its outside website developer. The developer is responsible for technical website maintenance, security, hosting, performance, and development. The Manager of Communications is responsible for website content, editorial priorities, and coordinating updates and improvements.

This position is a good fit for an excellent writer and editor who can make complex information accessible, manage multiple deadlines, ask good questions of subject-matter experts, and move communications projects from idea to publication.

What You Will Do

Write, edit, and publish content

- Write, edit, and publish articles, blog posts, website copy, email communications, fact sheets, and other public-facing materials.
- Work with FracTracker staff to turn technical research, data, maps, and analysis into accessible and engaging content.
- Edit staff-contributed materials for clarity, accuracy, tone, consistency, and accessibility.
- Maintain FracTracker's editorial standards, style guidance, templates, and brand materials.
- Develop content that reflects FracTracker's mission and the experiences of communities affected by oil, gas, petrochemical, and related infrastructure.
- Help plan communications around major reports, projects, events, and organizational announcements.
- Maintain an editorial calendar and keep communications projects on schedule.

Manage social media and email communications

- Plan, create, schedule, publish, and monitor content across FracTracker's social media channels.



- Develop social media content that accurately represents FracTracker's research and responds appropriately to current events and organizational priorities.
- Manage FracTracker's newsletter, including content planning, drafting, editing, formatting, scheduling, and audience segmentation.
- Monitor engagement and use available data to improve social media and email content.
- Maintain organized records of published communications, graphics, images, and campaign materials.
- Coordinate with staff who contribute ideas, drafts, photographs, data, or other content.

Manage website content

- Manage and update content on FracTracker's WordPress website, including pages, articles, images, links, and other public materials.
- Work with staff to keep website content accurate, current, accessible, and easy to navigate.
- Serve as FracTracker's primary staff contact for the outside website developer.
- Identify and document needed website updates and improvements, help prioritize requests with organizational leadership, and coordinate implementation with the developer.
- Support FracTracker's website redesign by reviewing and organizing content, preparing materials for migration, testing pages, and providing feedback on structure and user experience.
- Use website analytics, accessibility guidance, and audience feedback to improve content and navigation.
- Report outages, errors, and technical problems to the appropriate vendor and communicate internally about their status.

Support Media Relations

- Monitor media inquiries and coordinate responses with the Executive Director and relevant program staff.
- Gather information from subject-matter experts and draft press releases, media advisories, talking points, background materials, and responses for review.
- Coordinate interviews and other media logistics, maintain media contacts and coverage records, and support proactive outreach under the Executive Director's direction.
- Refer sensitive, technical, policy-related, legal, or high-profile questions to the appropriate staff member.
- Build familiarity with FracTracker's research, issues, and organizational positions through collaboration with staff and leadership.



Respond to public inquiries

- Monitor FracTracker's general email inbox, phone line, website comments, and routine public inquiries.
- Respond to routine questions using existing FracTracker resources and guidance from staff.
- Direct technical, policy-related, sensitive, or specialized questions to the appropriate program staff member or the Executive Director.
- Identify recurring questions that could be addressed through improved website content, FAQs, or other public resources.

Coordinate organizational communications

- Work with program staff to plan communications for research releases, public events, campaigns, and other projects.
- Support event communications, including invitations, promotional materials, event webpages, participant information, program copy, graphics, and social media coverage.
- Coordinate FracTracker's annual report by gathering information from staff, drafting and editing content, coordinating design and review, and publishing the final report.
- Support donor communications and digital fundraising campaigns with clear, accurate, and mission-aligned content.
- Edit or contribute communications-related material for grant proposals and reports as requested.
- Prepare regular reports on website, newsletter, social media, media, and other communications activity.
- May oversee communications interns, contractors, or volunteers when applicable.

What We Are Looking For

Required Qualifications

- At least four years of relevant professional experience in communications, journalism, public relations, digital media, advocacy communications, or a related area, or an equivalent combination of experience and training.
- Excellent writing, editing, and proofreading skills.
- Demonstrated ability to make technical, scientific, policy, or data-based information understandable to a general audience.
- Ability to work closely with subject-matter experts, ask effective questions, and accurately represent information outside one's own area of expertise.



- Sound judgment about when a question can be answered routinely and when it should be referred to organizational leadership or program staff.
- Experience creating and publishing content for websites, email, and social media.
- Experience managing multiple communications projects and recurring deadlines.
- Ability to receive direction, incorporate feedback, and build increasing independence over time.
- Strong organizational skills and attention to detail.
- Commitment to environmental justice, equity, and FracTracker's mission.
- Authorization to work in the United States.
- Ability to travel within the United States up to approximately 5% of the time.

Helpful experience

We encourage candidates to apply even if they do not have experience in every area listed below.

- Communications work related to environmental justice, public health, climate, energy, advocacy, community organizing, or scientific research.
- Media relations, including responding to press inquiries and pitching stories.
- Newsletter production and email-marketing platforms.
- Website analytics, search-engine optimization, and digital accessibility.
- Website redesigns, content audits, or content migrations.
- Graphic design or data visualization using tools such as Canva or Adobe Creative Suite.
- Working with outside website developers, designers, or technical vendors.
- Experience supervising or mentoring interns, volunteers, or early-career staff.
- Annual reports, donor communications, or digital fundraising campaigns.
- Editing content contributed by staff with different subject-matter expertise and writing experience.
- Working in or alongside frontline communities affected by oil, gas, petrochemical, or related infrastructure.
- Working with a small, distributed, mission-driven team.

To Apply

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

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



Applicants who need a reasonable accommodation during the application or interview process may contact us at the email address above.

Equal Employment Opportunity

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.

