Communications Director Job Description

Reports to: Executive Director

FLSA: Exempt

Position Summary
In support of Wilderness Workshop’s mission to protect public lands, the Communications Director is responsible for all aspects of Wilderness Workshop’s communications and marketing work as well as supporting fundraising and branding efforts for the organization. The Communications Director works with program staff to implement strategic and proactive communications that advance the goals of the organization. The Communications Director promotes events, builds relationships with the media, supports fundraising efforts and builds the organization’s brand and public recognition. The Communications Director is responsible for all aspects of the organization’s written communications including press releases, newsletters, e-mails, website, social media, and fundraising materials. The Communications Director works with other staff and outside translators on incorporating and generating Spanish language communications into the organizations communications materials.

Primary Responsibilities
1. Strategic Communications
   • Develop and implement a communications plan for the organization that advances conservation goals and priorities.
   • Work closely with program staff to design and implement communications strategies and plans for high-priority projects and goals.
   • Design and implement proactive communications work and original content to educate the public and decision makers on high-priority issues for the organization.
   • Ensure our communications are inclusive of and appropriately targeted to our diverse communities.
   • Collaborate with program staff on placing opinion pieces.
   • Build relationships with staff at local, state and national media outlets to enable story pitching and editorial content.

2. Branding and Marketing
   • Develop and implement a branding strategy that supports the organization’s mission and fundraising goals.
   • Promote all Wilderness Workshop events and community programs.
   • Manage Wilderness Workshop’s online, print and radio advertising program.
• Manage Wilderness Workshop’s photo and video database and collaborate with photographers and videographers to produce content.
• Work with the director of the Defiende Nuestra Tierra program on branding and marketing for both that program and to cross pollinate with other WW programs and communications.

3. Digital and written communications
• Write and edit press releases, newsletters, action alerts, e-blasts, and fundraising materials.
• Manage Wilderness Workshop’s website and social media sites and accounts; work with other staff to generate and curate content on these platforms.
• Proofread all Wilderness Workshop’s external communications.
• Incorporate Spanish language content into Wilderness Workshop’s communications materials.
• Partner with the director of the Defiende Nuestra Tierra program on communications for that program.

Qualifications
Qualified candidates will have a proven track record of utilizing communications and marketing to achieve an organization’s goals. Excellent writing and storytelling skills are critical to this job. A minimum of three to five years of relevant work experience is required. Ideal candidates will have a strong connection to public lands, knowledge of conservation work and our local community, demographics and culture. Additionally, candidates will have experience and skills in these areas:

Strategic Communications
• Knowledge of or an ability to quickly learn western public lands history and policy, ecosystem protection, resource management, conservation biology, environmental justice and advocacy.
• Experience utilizing communications to advance social change.
• Experience designing and implementing communications campaigns.
• Experience working for or with media organizations.
• Experience working with diverse communities.

Branding and Marketing
• Experience promoting and marketing events.
• Experience building and maintaining an organization’s public image and reputation.
• Experience utilizing marketing and communications to raise funds for businesses or non-profits.
• Strong storytelling skills and experience crafting a narrative and generating creative and compelling content.

Technical
• Excellent writing, editing and speaking skills.
• Familiarity with Adobe programs, including Photoshop, Lightroom, and InDesign.
• Strong proficiency with WordPress, website editing and management.
• Experience using social media personally and professionally.
• Photography and videography creation and editing skills desired.
• English fluency required; Spanish fluency or experience preferred.

Personal Qualities
• Self-motivated and ability to work outside of a highly structured work environment.
• Ability to work both independently and as part of a high-functioning team.
• Detailed oriented, excellent organizational and office skills.
• Sense of humor.
• Collaborative by nature.
• Ability to accept constructive criticism.
• Strong personal interest in public lands, climate and social and environmental justice.

Ready to Apply?
Qualified candidates are encouraged to apply by sending a cover letter, resume, and salary requirements to WW’s Executive Director, Will Roush at: Will@wildernessworkshop.org with the subject: “Communications Director.” All applications are to be submitted electronically. To learn more about this position and the work of the Wilderness Workshop, please visit us at www.wildernessworkshop.org. Applications will be reviewed on a rolling basis and candidates are encouraged to submit materials prior to December 1st, 2019.