



COMMUNICATIONS AND OUTREACH COORDINATOR
SITKA CONSERVATION SOCIETY
Job Description

Position: Communications and Outreach Coordinator

Reports to: Communications Director and Executive Director

Location: Sitka, Alaska

Position Type: Full-time, 40 hrs per week

Salary: \$40,000-\$45,000

Benefits: 12 days paid time off, 7 floating paid holidays, 10 days sick and personal leave, flexible scheduling; Health insurance, Health Reimbursement Account (HRA);

About Sitka Conservation Society: Sitka Conservation Society (SCS) is a small community conservation organization, based in Sitka, Alaska. Our mission is to protect the natural environment of the Tongass National Forest while supporting the development of sustainable communities across Southeast Alaska.

Position Description: This position manages all regular communications for Sitka Conservation Society and develops and implements a strategy to convert social media interactions to advocacy actions taken to protect the Tongass National Forest. This position manages membership outreach and individual fundraising and supports the Executive Director with additional fundraising tasks.

Digital Organizing and Advocacy (40%)

- ❖ Create social media campaigns to recruit advocacy actions from online followers
- ❖ Create handouts, blog posts, and other digital and print resources for communicating with the general public, stakeholders, and key decision makers
- ❖ Use Nationbuilder to track supporters, record actions taken and event attendance, and managing email lists
- ❖ Evaluate effectiveness of advocacy campaigns and build strategy based on lessons learned
- ❖ Support event planning, promotion, and logistics, including creating Facebook events, PSAs in local media, flyers, and promoting events on social media

Communications and Storytelling (30%)

- ❖ Create content and manage regular posting schedule for Instagram and Facebook
- ❖ Write e-newsletters to SCS supporters, twice monthly or as needed
- ❖ Manage all of SCS' online accounts, including Instagram, Facebook, Twitter, Vimeo, YouTube, and any others
- ❖ Manage and update SCS website using Nationbuilder

- ❖ Manage photography and video files, keep them organized, and put existing content into frequent use
- ❖ Collaborate with Communications Director and Executive Director to develop and build on messaging and communications strategy

Membership and Fundraising (20%)

- ❖ Create written materials for membership recruitment and renewal appeals, including letters, emails, brochures, and social media
- ❖ Coordinate the development of SCS' annual report and calendar.
- ❖ Use Nationbuilder to track membership and work with Office Manager to keep membership lists up to date
- ❖ Coordinate outreach to members to keep them informed and engaged
- ❖ Represent SCS at community events and use tabling opportunities to recruit new members
- ❖ Assist Executive Director with other fundraising tasks as needed

Other Duties as Assigned (10%)

REQUIRED SKILLS AND EXPERIENCE:

- Prior experience managing and developing content for social media, particularly Instagram and Facebook, and/or other nonprofit communications skills.
- The ability to work on multiple ongoing projects and tasks in an organized and effective manner.
- The ability to work under pressure and remain flexible in the face of competing priorities and deadlines.
- The ability to work both independently and as a member of a team.
- Excellent organizational, interpersonal, and communication (written and verbal) skills.
- Basic graphic design skills, especially using Canva.
- Experience working with Google Drive.

ADDITIONAL QUALITIES WE'RE LOOKING FOR:

- Prior experience with and/or training in copywriting for social media, website, e-newsletters, and more.
- Prior experience with managing CRM databases, especially Nationbuilder.
- Photography.
- Advanced graphic design skills using Adobe Creative Suite.
- Knowledge of local context and history in Sitka and Southeast Alaska, and/or knowledge of Tongass National Forest management and policy.
- Ability to develop relationships and partnerships with diverse individuals and organizations.
- Ability to create content applicable to and inclusive of diverse online audiences.
- Ability to work some evenings and weekends.

Sitka Conservation Society is an Equal Opportunity employer and will endeavor to provide equal opportunity to all qualified employees and applicants for employment. All aspects of employment will be governed on the basis of merit, competence, and qualifications and will not be influenced in any manner by race, color, religion, gender identity, age, national origin, disability, marital status, sexual orientation, political affiliation, or any other basis prohibited by law.