



CATALINA ISLAND CONSERVANCY

JOB DESCRIPTION

POSITION: Communications Manager

STATUS: Full time, Non-Exempt

DEPARTMENT: Development

REPORTS TO: Chief Development Officer

UPDATED: August 2017

POSITION SUMMARY:

The Communications Manager, in collaboration with the Marketing Manager, helps define and build the Conservancy's marketing and communications strategies and drives the development and execution of the annual communications plan. This includes internal and external message and content narrative development for marketing, fundraising, and public relations activities that fully aligns to overall brand and brand protocols.

SUMMARY OF ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Drive development and timely execution of annual communications plan.
- Work with internal subject matter experts to develop compelling content that highlights organizational priorities and drives engagement, email capture, social following, and increased revenue/donations.
- Develop and share content across multiple communications channels, including website, Conservancy Times magazines, case statements/fact sheets, monthly E-News, annual report, press releases, event communications, social posts, email marketing, fundraising appeal letters, videos, and other digital and/or printed materials as needed.
- Ensure editorial integrity, consistency, and accuracy of all content.
- Serve as brand champion, ensuring that all deliverables-whether created internally or by third-party vendors-are on brand in terms of content messaging.
- Field media requests and respond/provide content for compelling opportunities
- Periodically review and update crisis communications plan.
- Monitor and report on analytics including media impressions, email marketing stats, and social following/engagement.

REQUIRED QUALIFICATIONS:

Knowledge/Skills:

- Excellent written communications skills, including scientific, news/journalistic, public relations, promotional, newsletter, direct-mail and advertising writing.
- Excellent grammar, spelling and proofreading skills.
- Strong organizational and project management skills.
- Proficiency utilizing Windows and Microsoft Office programs, including Word, Excel, and PowerPoint.
- Working as a team on various internal and external, and media topics.

- Strong social media and website experience.
- Proficiency in managing social media channels, including posting, responding, and engaging with stakeholders.
- Experience with Constant Contact or other email marketing program.
- Experience with Meltwater and Burrelles; Experience with boolean scripting is preferred.
- Knowledge of SoCal media market is preferred.
- Provide communications support to CEO (Board of Directors) and to other key individuals to achieve goals and proceed noteworthy topics.

COMPLEXITY/PROBLEM SOLVING:

- Ability to manage and prioritize multiple deadlines and tasks.
- Ability to learn to synthesize and succinctly communicate about a wide range of environmental topics.
- Ability to translate business objectives and strategy into compelling written content for specific audiences.
- Work in collaborative environment with diversified products, locations, demographics and markets.

COMMUNICATIONS/INTERPERSONAL CONTACTS:

- Ability to effectively work with and communicate with a wide range of people including associates, managers, executives, donors, members and the public.
- Ability to work effectively under pressure with frequent interruptions.
- Ability to demonstrate a professional and approachable attitude on a consistent basis.
- Ability to use discretion and sensitivity in handling highly confidential donor information.

EDUCATION / EXPERIENCE:

- A Bachelor's Degree in Communications or similar field required and 3+ years of relevant experience.

WORK ENVIRONMENT/ PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job or that an employee encounters while performing the essential function of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The primary location is at the Conservancy's Long Beach office at 320 Golden Shore, Suite 220; the office environment has moderate noise levels and is a non-smoking environment.
- Travel to Catalina Island via boat is required on a regular basis.
- Ability to work evenings and weekends as necessary for communications opportunities, breaking news, events or special projects.