



CATALINA ISLAND CONSERVANCY

A responsible steward of its lands through a balance of conservation, education and recreation

POSITION: Digital Content & Social Media Strategist

DEPT: Development/Communications

REPORTS TO: Director of Communications

STATUS: Exempt – Full-time

GRADE: 107

PAY RANGE: \$85K – \$106K/annually

WORLD LEADER IN CONSERVATION: The Catalina Island Conservancy is a non-profit organization whose mission is to be an exemplary steward of island resources through a balance of conservation, education, and recreation. We preserve and restore the environment on Catalina, promoting and modeling ecologically sustainable communities to create a healthier future for this Island and our Earth.

FUNCTION: The Digital Content and Social Media Strategist helps to develop and implement marketing and communications strategies that advance the goals of the Conservancy's strategic plan. An exceptional writer and storyteller, the Digital Content and Social Media Strategist will focus on content creation, social media strategy and project management, writing and producing content for multiple communications channels, including website, biannual magazine, newsletters, internal communications, annual report, event communications, social posts, fundraising appeal letters, videos, and other digital/printed materials as needed. This position will supervise the Digital Content and Graphics Specialist. Bachelor's degree in communications or similar field required and 7-10 years' experience.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Assist the Director of Communications in driving development and timely execution of the Conservancy's annual communications plan in alignment with strategic plan.
- Work with internal subject matter experts to develop content for multiple communications channels, including website, biannual magazine, case statements/fact sheets, weekly newsletter, internal communications, annual report, press releases, event communications, social posts, fundraising appeal letters, videos, and other digital and/or printed materials as needed.
- Develop social media strategies that highlight organizational priorities and drive engagement, email capture, social following, and increased revenue/donations.
- Oversee and monitor social media developed by Digital Content and Graphics Specialist.
- Ensure editorial integrity, consistency, and accuracy of all content.
- Monitor and report on analytics including email marketing stats, and social following/engagement.
- Help drive internal communications and employee engagement to support strategic plan.
- Manage one direct report and outside contractors as needed.
- Increase individual and organizational marketing/communications industry knowledge by participating in continuing education opportunities through external trainings and conferences, supplier presentations, and team meetings. Provide guidance on best practices to other Conservancy staff and partners.

QUALIFICATION REQUIREMENTS:

EDUCATION and/or EXPERIENCE:

KNOWLEDGE/SKILLS:

- Bachelor's degree in communications or similar field required and 7-10 years of relevant experience.
- 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, PowerPoint, and Teams.
- Proficiency utilizing Adobe Creative Suite programs, including Premiere Pro, Acrobat, and Illustrator.
- Working as a team on various internal and external, and media topics.
- Strong social media strategy and website experience.
- Experience managing social media channels, including posting, responding, and engaging with stakeholders.
- Experience with Constant Contact or other email marketing programs.
- Knowledge of SoCal media market and global environmental media market.

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/project information.

WORK ENVIRONMENT:

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.

- This role is a hybrid role, working Tuesdays and Thursdays at primary office location at 320 Golden Shore, Suite 220, Long Beach, CA. The location has moderate noise levels and is a non-smoking environment.
- Most of the job duties are performed in an office environment; the employee must occasionally lift and/or move up to 25 pounds.
- Periodic travel throughout the region and to Catalina Island and leading tours of the Conservancy lands. Must be capable of responsibly and effectively touring donors on the Island in four-wheel drive vehicles on narrow rural roads, as well as travel by boat on excursions and Island visits.

COMPENSATION & BENEFITS:

The upper portion of the salary range is typically reserved for existing employees who demonstrate strong performance over time. Starting salary will vary by qualifications, and prior experience. We pay competitively in the nonprofit space and offer a robust benefits package.

Catalina Island Conservancy provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.