



## CATALINA ISLAND CONSERVANCY

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

**POSITION:** Digital Content Producer & Social Media Strategist **DEPT:** Development/Communications

**REPORTS TO:** Director of Communications

**STATUS:** Exempt– Full-time

**GRADE:** 107

**PAY RANGE:** \$85K–\$106K/annually

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**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 Producer and Social Media Strategist helps to develop and implement marketing and communications strategies that advance the priority initiatives laid forth in the Catalina Island Conservancy's strategic plan, Catalina Island Restoration Project, and the overall mission of the Catalina Island Conservancy. An exceptional writer and storyteller, the Digital Content Producer and Social Media Strategist will focus on social media strategy, project management, and writing/producing content for multiple communications channels, including website, biannual magazine, newsletters, internal communications, annual report, event communications, social posts, 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.

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions for this job: 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.

### **BACKGROUND:**

Founded in 1972, the Catalina Island Conservancy, one of California's oldest and largest private land trusts, opens its wildlands for the public to enjoy in many ways. Just off the densely populated Southern California coast, Catalina Island is home to approximately 4,000 year-round residents and more than 60 endemic species of plants and animals found nowhere else on Earth. The Catalina Island Conservancy protects 88 percent of Catalina Island's approximately 48,000 acres, including the region's longest publicly accessible undeveloped coastline. The Conservancy is a research and conservation leader, protecting and restoring vulnerable habitats and species in its Mediterranean climate. Conservancy staff guide Island ecosystem recovery with the goal of generating a resilient, self-sustaining ecosystem with no endangered forms of life. The Conservancy offers recreational experiences and educational programs for not only the 300,000 annual visitors who choose to spend time in the Island's wildlands, but also inspires nearly 1.4 million visitors to other parts of the Island. The Conservancy provides access to Catalina Island's wildlands with nearly 165 miles of recreational roads and trails, and 62 miles of unspoiled beaches and coves for camping, biking, hiking, touring, and more.

### **A TIMELESS PLACE, AN ENDLESS PURPOSE: TURNING VISION INTO ACTION**

The Conservancy's five-year strategic plan, *A Timeless Place, an Endless Purpose: Turning Vision into Action*, details the visions, actions, and indicators of success that will fulfill its mission to be an exemplary steward of

Island resources through a balance of conservation, education, and recreation. It focuses on bringing five major visions into reality, the first of which is completion of the Catalina Island Restoration Project, which involves the removal of non-native mule deer and the restoration of native flora and fauna at the landscape level.

## **CAMPAIGN**

The Conservancy is planning and preparing for the implementation of a major, multiyear fundraising campaign following organizational visioning and strategic planning. The Conservancy is currently engaging consultants and partners in developing a brand identity for the campaign, which seeks to increase overall giving and grow memberships substantially.

## **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.
- Together with the Director of Communications, identify and contract with videographers, photographers and others to build up the Conservancy's visual archives.
- 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.

## **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, 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. Familiarity with social media management and monitoring tools required.
- 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.

**EDUCATION / EXPERIENCE:**

Bachelor's degree in communications or similar field required and 7-10 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 physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job: 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.