

## JOB DESCRIPTION

POSITION: Communications Specialist and Storyteller (Programs)  
REPORTS TO: Director of Communications  
CLASSIFICATION: Exempt | Full-time  
LOCATION: Long Beach | Hybrid  
UPDATED: 01/26/2025

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## POSITION SUMMARY

The Communications Specialist and Storyteller (Programs) serves as a key liaison between the Communications Department and the Conservancy's core programs: conservation, education and recreation.

This role focuses on developing strategic communications plans and crafting compelling content to highlight the Conservancy's impact. The specialist collaborates with program teams to craft strategic messaging, execute marketing plans and support visual storytelling. This position works closely with the Director of Communications to produce written content for multiple channels, including the website, biannual magazine, newsletters, internal communications, annual reports, event promotions, social media posts, videos and other digital/printed materials.

The ideal candidate is a strategic thinker with exceptional writing skills, knowledge of AP Style, and the ability to create compelling stories through visuals and the written word. They must be able to manage multiple projects in a fast-paced environment while maintaining attention to detail.

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## LOCATION

Hybrid role based in our Long Beach office on Tuesdays and Thursdays, with remote work on most other days depending on organizational needs. This position involves regular ferry travel to Catalina Island, as determined by project and program needs.

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## KEY RESPONSIBILITIES

- **Communications Liaison:** Partner with program teams to identify key initiatives, successes and stories that demonstrate the Conservancy's mission and impact.

- **Content Creation:** Conduct interviews, write articles and produce stories for platforms including Conservancy Times, external newsletters, websites and social media.
  - **Photography and Graphics:** Capture high-quality photos and create basic digital graphics using tools like Adobe Creative Suite or Canva to enhance storytelling.
  - **Email Newsletter Management:** Plan, write and produce external and internal newsletters using email marketing platforms.
  - **Strategic Planning:** Develop and implement communications and project plans that align with program goals and the Conservancy's strategic objectives.
  - **Project Management:** Coordinate program-specific communications projects, managing timelines and deliverables while ensuring quality and consistency.
  - **Brand and Style Compliance:** Adhere to AP Style and organizational branding in all written and visual content.
  - **Crisis Communications Support:** Assist the Director of Communications in crafting timely, accurate messaging during crises.
  - **Event Communications:** Collaborate with program teams to develop promotional content and support event-related communications.
  - **Professional Development:** Enhance individual and organizational communications knowledge through external trainings, conferences and team meetings. Share best practices with Conservancy staff and partners.
  - **Content Development:** Collaborate with internal subject matter experts to create content for a variety of platforms, including the website, biannual magazine, case statements, newsletters, internal communications, annual reports, press releases, event materials, social media, fundraising appeals and videos.
  - **Editorial Standards:** Ensure all content adheres to editorial integrity, organizational style and accuracy standards.
  - **Performance Analytics:** Monitor and report on performance metrics, including email marketing statistics, to inform strategies and improve effectiveness.
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## PHYSICAL REQUIREMENTS

- Ability to manage video and photography equipment along with traversing rugged terrain in various weather conditions for extended periods when necessary.
  - Frequent driving of two-wheel and four-wheel-drive vehicles on narrow rural roads and occasional travel by boat to Island sites.
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## QUALIFICATIONS

## Skills and Abilities

- **Exceptional Writing Skills:** Proven ability to write for various formats, including promotional content, scientific articles, newsletters, press releases, blogs and case studies.
- **Project Management Expertise:** Strong organizational skills to manage multiple priorities, deadlines and stakeholders effectively, using tools like Asana or Monday.com.
- **Collaboration and Liaison Skills:** Demonstrated ability to work across departments and with diverse teams to align messaging and strategy.
- **Marketing Knowledge:** Experience crafting and executing plans that support outreach, awareness and fundraising.
- **Data-Driven Mindset:** Proficiency in analytics tools (e.g., Google Analytics, email marketing insights) to measure and refine campaign performance.
- **Attention to Detail:** Excellent grammar, spelling and proofreading skills.
- **Visual Storytelling:** Basic photography and graphic design skills using tools like Adobe Creative Suite or Canva.
- **Crisis Leadership:** Ability to craft timely and strategic messaging during critical situations.
- **Brand Stewardship:** Ensure content aligns with organizational branding, tone and style guidelines.
- **Mission Alignment:** Passion for conservation and nonprofit work, with experience communicating mission-driven initiatives.

## Education and Experience

- Bachelor's degree in communications, journalism, marketing or a related field—or equivalent work experience.
  - At least 5-7 years of experience in communications, journalism, or project/campaign management.
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## Preferred Qualifications:

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- Background in journalism as a multimedia reporter or producer.
  - Experience working with project management and customer retention management platforms and digital marketing tools for audience engagement.
  - Knowledge of environmental issues, conservation practices and the unique ecosystems of California or similar regions.
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## COMPENSATION & BENEFITS

ESTIMATED STARTING SALARY RANGE:

\$85,000 - \$106,000 annually, based on skills and experience.

We're proud to support the health and wellbeing of the people we employ. We offer a competitive, comprehensive benefits package that includes healthcare coverage, flexible spending accounts, 403(b) plan with a 3% employer contribution and a 5% match — fully vested

after 2 years, accrued paid time off, life insurance, disability coverage, an employee assistance program, professional development, and other benefits that support work-life balance.

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## **EQUAL OPPORTUNITY COMMITMENT**

Catalina Island Conservancy is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, age, sex, national origin, ancestry, disability status, genetics, marital status, medical condition, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

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## **HOW TO APPLY**

Please send a resume, cover letter, and writing portfolio to [jobs@catalinaconservancy.org](mailto:jobs@catalinaconservancy.org), listing the job title in the subject line.

**Note:** Candidates are required to submit a writing portfolio that demonstrates a range of writing projects and formats relevant to the role. Applications submitted without a portfolio will not be considered. Finalists may be asked to complete an in-person writing assessment to further evaluate their skills.

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## **OUR STORY**

**The mission of the Catalina Island Conservancy is to be an exemplary steward of Island resources through a balance of conservation, education, and recreation.**

The Conservancy's vision is for a beautifully functioning Island ecosystem for all to enjoy. 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 guides 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 visit the unique and special Conservancy "Wildlands

Ecosystems” but also inspires the nearly 1.2 million visitors to other parts of the Island. Recreation, educational engagement, service opportunities, and partnerships connect the Island’s unique resources to people’s lives, inspiring environmental stewardship and action.

The Catalina Island Conservancy is a 501(c)(3) non-profit public charity established in 1972 to protect and restore Catalina Island for future generations to experience and enjoy.