



Communications Manager Job Announcement

Position Summary:

The Communications Manager reports to the Deputy Director and is responsible for the implementation of strategies that elevates Audubon Alaska's profile within Alaska and nationally through the use of both innovative and conventional communications strategies and tactics. S/He will conduct day-to-day work in the areas of planning, marketing, writing, print/electronic communication and publication, media and public relations, production and project management. To be considered for the position, submit a resume and cover letter online through [Audubon's Career Center](#) by April 2, 2018.

Essential Functions:

- Develop and implement an annual communications plan with clear strategies for advancing Audubon Alaska's visibility and goals for major program areas.
- Create and ensure the alignment of communications tactics and messages with the organization's strategic priorities, which include fundraising to achieve conservation goals.
- Lead and direct all aspects of communication plan strategies using various channels such as advertising (web, print, radio), newsletters (print and electronic), social media, events, email outreach, website content, media and public relations.
- Ensure the consistency of brand standards, messaging, mission, vision, and values with all audiences, internal and external, and communities.
- Manage outreach and promotion of events, distribution of ecological atlases, maps and reports in partnership with other staff members.
- Coordinate media outreach and coverage with media releases, TV/radio interviews, feature stories, and other public relations activities. Work with National Audubon Society headquarters Communications staff to amplify Alaska issues.
- Lead a team including staff, outside designers, and printers in producing internet based and print collateral.
- Develop and manage the organization's online (social media, website, etc.) strategy and content.
- Manage photography and videography needs for/of events, activities, and general awareness for use in publications and media, and ensure proper releases are signed and filed. Maintain organization's graphics and photo files.
- Analyze and document the effectiveness of all executed outreach and communications.
- Manage relationships and outreach with five Alaska Audubon chapters (Anchorage, Juneau, Fairbanks, Kodiak, and Prince William Sound).
- Translate scientific and policy information into effective communications/outreach products.
- Other job related duties and responsibilities as requested.

Qualifications and Experience:

- Bachelor's degree in journalism, communications, marketing or a closely related field required. Equivalent combination of education and experience also considered.

- 5 - 7 years in public relations, journalism or other communications and marketing fields preferably with a nonprofit.
- Experience developing and implementing communication plans and strategies.
- Experience managing the work of graphics artists, designers, and printers.
- Strong writing, editing and proofreading skills, with demonstrated experience writing articles for newsletters, marketing literature, website content, social media, and public relations materials.
- Experience pitching and developing strong relationships with traditional and new media; using online communications tools to enhance and amplify an organization's core messages; and providing creative communications support, editing support, and strategy to multiple internal project teams simultaneously.
- Skilled in written and oral communications. Detail-oriented and analytical nature, with the ability to measure and report impacts, balanced with the creativity to brainstorm story angles and design high visibility campaigns.
- Basic experience with communication production, such as design and layout, video and audio production techniques and strategies, social media management and distribution, mobile technologies, and e-learning tools.
- A high level of skill and comfort with technology, including experience with multiple computer and electronic communication software and platforms, such as MS Office, Drupal, and Adobe Creative Suite.
- Experience designing, monitoring and evaluating tools for assessing the impact of communication services.
- Strong planning, organization, and implementation skills with the ability to manage multiple projects and tasks.
- A self-starter with a proactive approach to assignments, one with the ability to work both independently and as part of a team, solve problems with limited supervision, prioritize tasks, and meet deadlines.
- Willingness and availability to travel throughout Alaska as needed, and work some weekends and evenings as the job requires.
- Interest, understanding, and commitment to the conservation of birds, other wildlife and their habitat, especially in Alaska, is critical, as is the ability to communicate Audubon's mission, goals, and programs effectively and with the highest professional standards.