



Copper River Watershed Project

copperriver.org

Position Description

Title: Communications Specialist
Supervisor: CRWP Executive Director
Position type: Hourly, non-linear hours with approximately 48 hours per month up to 580 hours per year

Summary of position:

The Copper River Watershed Project is looking for an individual experienced with social media to manage, develop and expand our nonprofit communications. Our Communications Specialists will **handle public relations, information output, and media requests**. They will also plan social media campaigns or advertise programmatic updates and events.

The Communications Specialist will take on all digital and printed communications outreach and scheduling to showcase the great work we are doing to all members and supporters and strategically expand to greater audiences. He/she/they will work with the Operations Manager and collect materials from all staff to consolidate information for dissemination and will also be assisting with material generation. This is a remote position where you can be from anywhere, with priority given to individuals that live in the Copper River watershed; given the importance of supporting employment to residents living within the watershed, understanding our brand, access to work sites and attending events when needed. Knowledge of social media platforms is essential, and further, analytical abilities to address expanding outreach is a benefit. Our flexible work hours make this an ideal position for someone looking to work from home. This position may grow depending on the success of the applicant increasing audience engagement and successful fundraising outcomes.

Duties

Monthly E-newsletter

1. Work with staff to generate outlines and content submission
2. Generate email content and maintain CRWP branding

Email Blasts

1. Finalize announcements for certain events, celebrations, callouts.

Social Media Outreach (scheduled for daily posts)

1. Use Facebook, Instagram for reaching members about current programmatic updates and celebrating milestones, etc.

Grow the Twitter account- develop messaging with staff

1. Work with staff to develop branding on Twitter and establish the messaging
2. Maintain the Twitter account

Website -updating material

1. Publishing applicable material and updates to keep the site relevant and pertinent

Blog posting

1. Publish once per month, content that is coordinated with the e-newsletter and other messaging
2. Content creation and dissemination of material collected from staff for on-going programmatic work

Media Curation

1. Curate media material and organize photos based on the Photo Management Standard Operating Procedure and document communications in Airtable (or a similar platform)

Quarterly Analytics reporting

1. Submit report for review by Executive Director
2. Use in-house for increasing engagement

Google Ad Words development

1. Establish Google Adwords Account and update it quarterly.

Objectives /Outcome

1. Increase engagement across social media channels
2. Drive Traffic to our website
3. Increase Affiliate Link engagement
4. Increase donations and memberships
5. Establish a branding guide for logos, photos and colors and messaging
6. Use existing or develop new centralized platform for information curation and scheduling

Staff meetings;

1. Attend staff meetings (virtually if preferred or needed) (approximately 2 hours per month)

Qualifications**Minimum Requirements**

- Strong interpersonal and written communication skills
- 4-year University Bachelor Degree
- Can demonstrate significant knowledge and understanding of social media outreach and networks
- Strong organizational and time management skills, with an ability to meet deadlines, manage multiple projects, and prioritize tasks
- High level of computer literacy and experience

Desired Skills

- Knowledge of the Copper River Watershed Project and/or the Copper River watershed region
- Professional, positive, enthusiastic, and approachable attitude
- Lives or has lived in the Copper River watershed

Hours: Schedule can be flexible (approximately 48 hours per month)

Compensation: starting at \$22/hour, depending on experience

Please submit a resume and cover letter to lisa@copperriver.org, subject line:

Communications Specialist CRWP Application, (your name)

*This position will be open until filled