



Communications Manager Position Description

Location: Bremerton, WA
Salary: \$56,000-\$60,000 DOE
Benefits: Health insurance, life insurance, retirement, 15 days/year vacation, 12 days/year personal leave, and 12 holidays/year
Job Status: Full-Time (40 hours/week)
Reports To: Executive Director
Closing Date: Open until filled.

Great Peninsula Conservancy

Great Peninsula Conservancy (GPC) is a nonprofit accredited land trust dedicated to acquiring and stewarding ecologically valuable lands in our region of west Puget Sound, Washington. To date, GPC has preserved over 11,700 acres of evergreen forests, salmon streams, shorelines, and community greenspaces to help wildlife and people thrive. GPC is committed to creating inclusive environments and equitable opportunities within our organization, the conservation movement, and in the great outdoors. Come join a dynamic team of 14 staff members dedicated to protecting wildlife habitat and connecting people with nature.

Position Description

Great Peninsula Conservancy is seeking a creative and articulate communicator to manage our communications strategy, uplift our mission, and advance our programs. The Communications Manager will use a wide range of media to inspire and engage GPC's current members and grow GPC's base of supporters. We are looking for an enthusiastic conservationist who inspires people to be part of a community that cares for the land. While a hybrid work model is anticipated, the ideal candidate will live within GPC's working area of west Puget Sound, Washington, and have a working knowledge of regional conservation issues.

Responsibilities:

- Develop and implement a comprehensive communications plan that promotes GPC's mission and engages members in our conservation community.
- Maintain organizational voice, key messages, brand strategy, and the GPC style guide. Ensure consistent use throughout the organization.
- Design, write, and edit visually compelling materials for both digital and print platforms, including GPC's monthly E-News, print newsletters, annual reports, blogs, brochures, and event materials.
- Attend GPC events. Represent GPC at public relations opportunities out in the community.
- Manage GPC's WordPress website, ensuring it remains up-to-date, engaging, and user-friendly.
- Lead GPC's social media strategy across Facebook, Instagram, TikTok, LinkedIn, and other platforms.
- Craft press releases and cultivate relationships with media outlets and community partners to maximize coverage and support of GPC's mission.

Communications Manager

Position Description

- Collaborate with internal teams to create content and collateral, including membership materials, fundraising pieces, presentations, and office materials.
- Shoot and edit photos and videos at GPC preserves and events. Organize Google photo library.
- Manage relationships with printers and mailing services.
- Answer phone calls, greet visitors, and respond to requests for information.

Qualifications:

The Communications Manager will have a strong identification with the mission and purpose of Great Peninsula Conservancy. The ideal candidate will be adaptable and work well in a collaborative, fast-paced, dynamic environment and will bring the following knowledge, experience, skills, and abilities:

- 4+ years of communications experience, preferably in the nonprofit or environmental sector.
- 2+ years of experience managing social media platforms and experience tracking social media trends, best practices, and ever-changing industry standards.
- 2+ years graphic design experience.
- Demonstrated written and verbal communication skills.
- Experience in developing and executing communications plans.
- A passion for conservation and experience demonstrating commitment to the mission, values, and goals of Great Peninsula Conservancy.
- Proficient with graphic design tools like Adobe Creative Cloud, Canva, or similar platforms.
- Proficient with WordPress, email marketing tools, and social media platforms.
- Experience with video and photography production, coordination, and editing.
- Comfortable with public speaking.
- Proficient in Microsoft Office Suite.
- Demonstrated ability to develop and maintain positive working relationships with a broad range of partners, stakeholders, and colleagues.
- Organized, detailed, and able to prioritize and manage multiple tasks simultaneously with minimal supervision.
- Ability and willingness to work some non-standard hours for events, including evenings, weekends, and holidays.

Application Deadline

Open until filled. The anticipated start date will be June 2024.

Don't meet every single requirement? Studies have shown that women and people of color are less likely to apply to jobs unless they feel they meet every qualification. At Great Peninsula Conservancy, we are dedicated to building a diverse and inclusive workplace. If you are interested in this role, but your experience does not check all the boxes, we encourage you to go ahead and apply. You may be the right candidate for this or another role in our organization.

To Apply

Email your resume, and cover letter to Operations Manager Michelle Graves at Michelle@greatpeninsula.org.