



POSITION DESCRIPTION

Glacier National Park Conservancy provides equal employment opportunities 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.

Title: Communications Lead

Location: Columbia Falls, Montana (Remote First)

Department: Administration

Duration: Full Time, Hourly

Reports to: Executive Director

Salary: \$55,000, with benefits package

Position Overview: The Communications Lead spearheads the marketing and communications efforts for Glacier Conservancy programs, including philanthropic giving and eCommerce. Using a variety of tools including social media, website, publications, traditional media, and partnership opportunities, the Communications Lead collaborates with fellow staff and consultants to engage the public in supporting our mission to preserve and protect Glacier National Park for future generations.

Essential Functions (Major Duties or Responsibilities):

COMMUNICATIONS STRATEGY AND OUTREACH - 60%

Works closely with the Executive Director, staff, and consulting partners to create and implement an integrated communications and marketing strategy, with measurable goals and performance indicators to increase awareness of and support for our mission and to increase online store traffic and sales.

Implements integrated email marketing campaigns in coordination with staff as needed, in addition to automated email welcome series in coordination with consulting partners.

Collaborates with staff to create and share information about the Glacier Conservancy using a variety of digital media to highlight grant projects and public events, and to drive eCommerce sales.

Ensures integration of messaging and scheduling of message delivery, while adhering to the Glacier Conservancy's brand guidelines and providing technical coordination between platforms.

Collaborates with consulting partners to enhance name acquisition, donor conversion, and buyer conversion using Search Engine Optimization (SEO), paid media amplification, online giveaways, and other digital tools as budgeted.

Maintains, monitors, and grows the Glacier Conservancy's web and social media presence on Facebook, Instagram, Twitter, LinkedIn, YouTube, and other platforms as appropriate.

Assists with public outreach events by representing the Glacier Conservancy at public gatherings and community events.

Coordinates communications materials for virtual events as necessary, including creating and updating event pages on the Glacier Conservancy's website, setting up Zoom meetings for virtual events, creating and updating online registration forms, promoting events in email and social media announcements, and uploading video recordings to YouTube.

COMMUNICATIONS PLANNING AND SCHEDULING - 20%

Schedules and maintains the Glacier Conservancy's master communications calendar across all channels.

Works with Creative Lead to assist with planning and content gathering for publications including newsletters, annual report, annual project funding guide, materials for use by partners, and other publications as required.

Works with staff as needed to plan and schedule important communications and campaigns throughout the year.

WRITING AND CONTENT DEVELOPMENT - 20%

Develops content for blog posts, emails, social media, and other outreach efforts that is consistent with our mission, brand identity, and project goals.

Captures content as needed, including photos and videos, or coordinates with park partners to acquire photo and/or video assets for projects.

Coordinates with Associate Director of Programs and Policy to determine the Glacier Conservancy's projects to highlight, and works with staff as needed to plan and execute any

photo, video, audio, and written documentation of the Glacier Conservancy's projects and programs.

Collaborates with Retail staff to plan and implement regular eCommerce promotions to drive sales.

Maintains digital assets for use in communications and promotional materials.

Whenever possible, incorporate the Glacier Conservancy's values of justice, equity, diversity, inclusion, sustainability, and accessibility into communications.

Minimum Qualifications (Education and Experience): College degree in marketing, communications, or related field, and at least two years of relevant experience. Applicants with alternative paths to similar qualifications and experience will be considered.

Preferred Experience and Skills:

- Experience with Drip or similar email marketing / customer relations management platform
- Experience with Sprout or similar social media scheduling and analytics tool
- Experience with WordPress or similar website management platform
- Demonstrated history of success in growing conversion rates in philanthropic giving or retail sales
- Proficiency in methods and procedures of website design and maintenance.
- Experience with Google Analytics.
- Experience with photo, video, and audio editing.
- Strong written and oral communication skills
- Strong interpersonal skills with a commitment to teamwork and a growth mindset
- Knowledge of Glacier National Park and the programs administered by the Glacier Conservancy.