



## Job Announcement

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

**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:

#### *Communications Strategy and Outreach*

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.

#### *Communications Planning and Scheduling*

Schedules and maintains the master communications calendar across all channels.

#### *Writing and Content Development*

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

**Minimum Qualifications:** 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.



## Job Announcement

### 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

### Compensation:

The annual salary for the Communications Lead position is \$55,000. This is a full time, hourly position. GNPC offers a benefits package that includes support for health and dental insurance, paid vacation and sick leave, and a Simple IRA retirement program. The Communications Lead role is "Remote First," meaning that the successful candidate will primarily work from home but will be able to work at the office as needed.

### About Us:

As the official philanthropic partner of Glacier National Park, GNPC provides funding for projects and programs that would not be possible without private support. Headquartered in Columbia Falls, Montana, we do this important work with a passionate and professional staff of 17 full-time co-workers, a national volunteer Board of Directors, a close relationship with our park partners, and the support of dedicated community partners and donors.

### To Apply:

Please email resume and cover letter to Renee Metcalf at [renee@glacier.org](mailto:renee@glacier.org)

Applications will be reviewed starting on May 6

For a complete position description, Visit [glacier.org/about-us/employment/](http://glacier.org/about-us/employment/)