



Communications Associate

REPORTS TO: Communication Coordinator

LOCATION: Bozeman, MT

SUPERVISES: N/A

STATUS: Regular, Full-time, Exempt Position

LAST UPDATE: December 2017

Organizational Overview

For over 30 years, the Greater Yellowstone Coalition (GYC) has been “America’s Voice for Yellowstone.” As the only on-the-ground conservation group working solely to protect the Greater Yellowstone Ecosystem (GYE), we strive passionately, professionally, and strategically to protect the lands, waters, and wildlife of this remarkable area. Greater Yellowstone’s 20 million acres comprise one of the last and largest intact temperate ecosystems on Earth. It is also home to vibrant communities with varied economies and unique cultures in the three states of Idaho, Wyoming, and Montana.

As a place-based conservation advocacy organization, GYC uses the full range of tools available to achieve lasting conservation success including leading campaigns designed to change governmental policies and corporate or private activities, public education and outreach, research, lobbying, litigation, on the ground restoration, and partnerships. GYC embraces science to direct our work and ensure that informed and balanced decisions are made regarding management of Greater Yellowstone now, and for future generations.

Scope of Responsibilities

The Communications Associate works closely with the Communications Coordinator and other staff to develop strategic messages and communication strategies that build support for GYC’s conservation goals. The position serves as the communications lead on several campaigns based in southwest Montana and is responsible for developing and delivering compelling messaging for the organization’s on and offline communication channels. The Associate also helps create content and talking points for other organizational needs related to events or regular publications. As part of the communication team, the Associate monitors GYC’s effectiveness in reaching target audiences by regularly compiling data and seeking ways to improve.

Essential Duties and Responsibilities

- Working in a team setting, serve as the communications lead on several Montana-based campaigns.
- Assist with campaign planning, strategizing, message creation, and managing day-to-day communication tactics on assigned campaigns. This will include blog posts, web content event collateral, press releases, advocacy emails, talking points, op-eds, etc.
- Assist with content development for regular GYC publications (annual report, e-news, newsletters, etc.) as needed.
- Monitor GYC’s effectiveness by regularly compiling and sharing analytics, data, and trends that can be used to improve future communications and marketing.

- Work with the Communications/Marketing Team to create social media strategies and lead the day-to-day management of GYC's social media channels, with support from other staff as needed.
- Work with the Communications Team to ensure staff have the messaging support, critical data, and communications coaching they need to succeed.

Qualifications

- Superior writing skills, and demonstrated versatility of writing for different audiences and in different contexts.
- Solid understanding of advocacy work and campaigns.
- Solid understanding of non-profit fundraising a plus.
- Demonstrated ability to think strategically and be creative within a strategy.
- Demonstrated ability to translate complex policy and/or science issues into messages that will resonate with target audiences.
- Strong organizational skills and ability to re-prioritize to meet multiple deadlines.
- Keen attention to detail – style and consistency in particular.
- Self-starting personality.
- Commitment to working on integrated campaign teams with conservation and development staff.
- Ability to work well under pressure.
- A bachelor's degree in a relevant field of study is desirable; experience may substitute for a degree
- Technical skills: Microsoft Office programs, Facebook, Twitter, website backends.
- Valid driver's license and ability to travel within Montana and occasionally throughout Greater Yellowstone.

PHYSICAL DEMANDS AND WORKING CONDITIONS

- Business office environment with low to moderate noise
- Work on a computer, and use a telephone, copy machines, and other general office equipment
- Lift and carry up to 25 pounds
- Some travel, generally by car

Employee's Signature

Date

Supervisor's Signature

Date