Communications Coordinator

REPORTS TO: Director of Communications & Marketing
LOCATION: Bozeman, MT preferred; other GYC office locations negotiable
SUPERVISES: Contractors as appropriate
STATUS: Regular, full time, exempt
LAST UPDATE: July 2020

Organizational Overview
Greater Yellowstone Coalition (GYC), named one of Outside Magazine’s Top 100 places to work two years in a row, seeks an experienced and creative Communications Coordinator to lead strategic communications for its major campaigns to protect the lands, waters, and wildlife of the Greater Yellowstone Ecosystem (GYE). The GYE is a remarkable natural landscape: home to a complete array of native wildlife, the headwaters of the west, an important place in the history of conservation, and of deep importance to Native Americans who have made this place home since time immemorial.

Position Overview
The Communications Coordinator is responsible for leading and coordinating external communications for the Greater Yellowstone Coalition’s key campaigns and projects. The position works closely with conservation and communications staff to develop strategic communications and messaging that advance our goals. The Communications Coordinator should be skilled in earned and paid media, advocacy, and outreach to the general public, decision-makers, and elected officials. This position is the key point of contact with media locally, regionally, and nationally, fostering existing relationships while building new ones. The ideal candidate has demonstrated success moving conservation and advocacy campaigns forward to meet desired goals and outcomes. This person supervises contractors as appropriate.

Essential Duties and Responsibilities
- Works with conservation and communications staff to help mobilize public support around key conservation issues in the Greater Yellowstone Ecosystem.
- Plays a lead role in developing, coordinating, and implementing strategic communications for GYC’s priority conservation campaigns.
- Provides strategic direction, messaging, and support to additional campaigns or projects.
- Generates positive and consistent media coverage of GYC’s campaigns, projects, and overall brand.
- Builds and maintains strong relationships with local, regional, and national media.
- Monitors media coverage and adjusts strategies to accomplish campaign and program goals.
- Writes and edits a range of digital and print communication products including web and blog content, social media posts, op-eds, press releases, etc.
• Develops compelling, inspiring, and engaging ways to tell GYC's story and strengthen the brand.
• Translates complex policy and science issues into messages that resonate with GYC supporters, the public, media, and policy makers.

Qualifications
• 5-10 years of strategic communications experience in conservation, advocacy, political campaigns, or other similar positions.
• Familiarity and understanding of public lands, waters, and wildlife issues in the rural landscapes of the West, preferably the Greater Yellowstone Ecosystem.
• Strong strategic thinking skills and ability to adjust strategies and messages as conditions change.
• Ability to translate complex issues into clear, concise, and compelling stories.
• Excellent written and verbal communication skills.
• Understanding of emerging communications and advocacy trends and innovations.
• Strong interpersonal skills; able to develop and manage productive relationships with staff, media, supporters, and decision makers.
• Computer proficiency with Microsoft Office and Squarespace; working knowledge of advocacy and email marketing software such as Blackbaud’s Luminate Online is preferred.
• Must have a valid driver's license and ability to travel, primarily in region.
• Willingness to work outside normal business hours on occasion.

Compensation
• Salary starts at $68,000 and is negotiable.
• Employer paid health premiums for employees and contributions for dependents, spouses, and domestic partners.
• Employees can elect to have additional premiums for vision, dental, life, and long-term disability.
• Generous time-off: vacation, sick, personal, paid holidays, and sabbatical.
• Tuition reimbursement program.
• Employer contribution to profit sharing retirement plan.

Physical Working Conditions
GYC is committed to honoring and improving accommodations within our existing infrastructure.
• Business office environment with moderate noise.
• Will sit or stand at a desk and move between offices. Accommodations can be made.
• Work on a computer, use a telephone, and other general office equipment.
• Lift and carry up to 25 pounds. The use of a dolly, cart, etc. is available. Accommodations honored and assistance from other staff are strongly encouraged.
• This position requires a minimum of 15% travel, mostly by car, to our regional offices.