



Communications Associate

REPORTS TO:	Director of Communications and Marketing
LOCATION:	Bozeman, MT, Jackson, WY, Driggs, ID, Cody WY, Fort Washakie, WY, Lander, WY
STATUS:	Regular, full time, non-exempt
LAST UPDATE:	April 2024

Organizational Overview

For more than 40 years, the Greater Yellowstone Coalition (GYC) has been “America’s Voice for a Greater 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 organization, GYC uses the full range of tools available to achieve durable conservation outcomes. We believe in the power of working together. We are creative thinkers and aren't afraid to think big when it comes to achieving our goals and advancing our mission. We build authentic and trusting relationships. We believe in what we do.

Position Overview

The Communications Associate is responsible for developing, coordinating, and implementing communications for some of the Greater Yellowstone Coalition’s campaigns and projects, under the direction of the Director of Communications and Marketing. The position works closely with multiple teams to develop and execute strategic communications and tactics across a variety of platforms that advance both organizational marketing and conservation campaign goals. The Communications Associate should be skilled in writing, long and short-term communications planning, creative multimedia storytelling, earned and paid media, advocacy, and outreach with the public, decision-makers, and elected officials. The ideal candidate has demonstrated success in creating content to move conservation, marketing, or advocacy campaigns forward to meet desired goals and outcomes.

Essential Duties and Responsibilities

- Supports the day-to-day communications needs of multiple conservation campaigns and is responsible for ensuring communications plans stay on track with target timelines.
- Works with the Director of Communications and Marketing to generate communications plans, devise strategy, and develop campaign messaging to support conservation goals.
- Creates and implements day-to-day communications tactics for campaigns and the organization – including, but not limited to, drafting blog posts, web content, event collateral, press releases, advocacy

emails, talking points, videos/storyboards, audio stories, social media content, fact sheets, op-eds, etc.

- Works with conservation and communications staff to help mobilize public support around key conservation issues in the Greater Yellowstone Ecosystem using a variety of tools and tactics.
- Provides strategic communication direction, messaging, and support to campaign teams in coordination with the Director of Communications and Marketing.
- Assists in generating positive and consistent media coverage of GYC's campaigns, projects, and overall brand.
- Monitors media coverage and adjusts strategies to accomplish campaign and program goals.
- Translates complex policy and science issues into messages that resonate with GYC supporters, the public, media, and policy makers.
- Uses data, reports, and trends information to inform campaign and project communications strategies.
- Support internal GYC communications as needed.
- Other duties as assigned

Qualifications

- At least three years of strategic communications or marketing 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 the Adobe Creative Suite or Canva, plus working knowledge of advocacy, website, and email marketing software such as Constant Contact, Phone2Action, and SquareSpace 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 and benefits

- Salary starts at \$60,000-63,000 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 accident policies
- Employer-paid long-term disability
- Generous time-off: vacation, sick, personal, paid holidays, and sabbatical
- Tuition reimbursement program
- Paid volunteer hours
- Employer contribution and match to 401k retirement plan.
- Hybrid work model

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 occasional travel, mostly by car, to our regional offices.

To apply:

Please email a letter of interest explaining how your skills and experience match the position description, a resume, three writing samples, and three references to jobs@greateryellowstone.org. **Please enter "CA2024" into the email's subject line to ensure a timely review of your materials.**

The deadline to apply is May 15, 2024. The position is open until filled.

GYC is an equal-opportunity employer. **No phone calls, please.**

Employee's Signature

Date

Supervisor's Signature

Date