

POSITION DESCRIPTION

Communications Specialist

Position Type

Full-Time Employee with benefits.

Description of the Position

The Communications Specialist (CS) supports the activities of the Outreach and Education Program under the direct supervision of the Outreach & Education Coordinator. This position works closely with all Center staff, volunteers, and partners in diverse settings (office, field, offsite) and remains familiar with all Center activities in order to craft powerful conservation stories. The Specialist is responsible for researching, creating, developing, and managing content and communications to increase public awareness, understanding, and appreciation of the Inland Bays and their watershed. They have a deep understanding of what resonates with a diverse audience and values working collaboratively with colleagues and partners to accomplish shared goals. The CS increases the Center's visibility to the general public through in-person interactions and well-written, visually stimulating communication products. The Specialist is adaptable, detail-oriented, and can set priorities to meet project milestones.

Duties and Responsibilities

- Write, edit and distribute press releases, electronic newsletters, factsheets, and other publications.
- Write special publications including but not limited to the seasonal Inland Bays Journal and Annual Report.
- Manage the Center's social media pages that support its mission and create a robust social media presence (craft engaging and accurate posts and responses, collaborate with staff to plan and acquire relevant content, etc.).
- Manage the Center's website and create compelling and up-to-date content that is digestible and visually appealing.
- Procure and direct the services of contractors for the development of diverse communication products (e.g., videos, photography, graphic design, etc.).
- Serve as the point of contact for media outlets and coordinate Center press events.
- Document and photograph outreach events, restoration projects, the Inland Bays ecosystem and more; and manage the Center's electronic photo album.
- Assist in the development of temporary and permanent educational signage, outreach displays, exhibits, and other education/outreach tools and materials.
- Assist the planning and coordination of large-scale community outreach events.
- Assist the fostering of partnerships and the delivery, tracking, and reporting of activities affiliated with the Center's Public Education & Engagement Plan.

- Create and deliver presentations, represent the Center at events and interviews, and support evening and weekend Center activities as needed.
- Document metrics and determine outreach impact. Produce outreach and communication reports for staff, board, and others.
- Assist grant writing, tracking, and reporting.
- Set and track a budget throughout a project.
- Work as a team member with other Center staff, volunteers, and partners to meet goals set in the strategic plan and Comprehensive Conservation and Management Plan.
- Other tasks as assigned by the Outreach & Education Coordinator and/or Executive Director.

Qualifications

- Bachelor's Degree in interactive media, communications, English, education, environmental science or a related field.
- Superior writing and editing skills.
- Demonstrated experience working with social media platforms, web content management systems (WordPress preferred), video and photo editing tools, and design platforms (e.g., Canva).
- Experience developing and delivering science-related outreach & communications for diverse audiences including non-science populations and the general public.
- Knowledge of science communication principles, media, and public education techniques.
- Strong interpersonal and public speaking skills.
- Ability to handle multiple projects at a given time, set priorities, and to establish and meet deadlines in a productive manner.
- Extremely strong organizational skills and attention to detail.

Compensation

Dependent on experience. Ranges \$40,000 - \$52,000 with full benefits.

Physical Demands and Work Environment

Work is performed in both an office environment and in the field. Field assignments may require bending, climbing, crawling, kneeling, lifting up to 25 pounds, pulling, reaching, sitting, standing, stooping, walking in rough terrain, in-water work, and occasionally contending with adverse weather conditions requiring special clothing and safety precautions. Evening and weekend work to host and attend meetings and events is regularly required. A flexible schedule is permitted. The position is subject to the Center's Office Policy Manual. Funding for this position is contingent on the continued availability of grant funding. All qualified applicants will receive consideration without regard to race, color, national origin, sex, religion, age, disability, political belief, sexual orientation, gender identity, veteran or military status, genetic information, and marital or familial status.

Application

The position will remain open until filled. Interested candidates should submit an electronic resume, cover letter, three professional references, and two writing samples of a press release(s) and/or article(s) to Lisa Swanger, Outreach & Education Coordinator at lswanger@inlandbays.org. Please use the following subject line: Communication Specialist Application.