



JOB OPPORTUNITY: **COMMUNICATIONS MANAGER**

Release Date: January 12, 2023
Start Date: As soon as possible
Reports to: Travis Kemnitz, Executive Director
Job Status: Full-Time, Hourly Non-Exempt
Salary Range: Hourly pay rate of \$28.00 to \$32.00

San Diego Audubon Society (SDAS), a non-profit organization working to promote the protection and appreciation of birds, other wildlife, and their habitats in San Diego County, seeks a highly motivated individual passionate about our mission to serve as the organization's Communications Manager.

This position requires the innovative skills and abilities to lead in setting and executing strategies that connect more people throughout San Diego County to our mission and nature while empowering them to take effective action. The organization has launched a 3-year strategic plan which includes the expansion and refinement of our communications efforts. That's where you come in 😊. The Communications Manager role offers an exciting opportunity to advance the organization's mission, vision, and voice to amplify our impact by collaboratively developing and refining the strategic communications and outreach plan in close cooperation with our volunteer Communications Committee. The Manager will provide support and guidance in all SDAS graphic design, marketing, direct mail, and digital communications, overseeing the production of collateral material, website development, and social media marketing. The Manager will oversee outreach initiatives, train and deploy volunteers and staff as ambassadors at outreach events and programs.

First Year Priorities

- Lead in the development and implementation of a strategic, comprehensive marketing, communications and outreach plan that leverages best practices and resources as well as increases awareness and engagement with new and diverse audiences.
- Establish and maintain a communications and outreach calendar and budget that supports the strategic plan and all on-going communications and outreach projects.
- Develop case materials and communications guidelines that can be used organization-wide.
- Establish and maintain an outreach
- Work with the Executive Director and Director of Development to identify funding to grow and sustain communications activities and staffing.

The Communications Manager will be an action-oriented, hands-on communicator, with experience leading and collaborating with teams. Strong candidates are expected to have the ability to elevate key messaging, initiatives, and chapter accomplishments to engage and connect with diverse groups. The ideal candidate will be passionate about nature and conservation and can harness that passion to help SDAS achieve its goals, while being adaptable to the unforeseen challenges of shifting conditions. A desire to learn and grow in any areas of professional weakness will be key.

Duties & Responsibilities

Communications Strategy Development

- Provide leadership in developing and implementing the chapter's comprehensive communications strategy, including articulating a clear internal philosophy on the role of communications and how to use the organization's assets to advance our impact and operational objectives.
- Articulate SDAS' values and positions on core matters, manage PR consultants, and act as lead media contact; develop talking points, oversee media training, and other content as needed.
- Create organization-wide case materials from which all SDAS communications will stem.
- Act as lead staff on the Communications Committee and sub-committees, working with the Chair to recruit and support committee members, develop agendas, assign projects, and track and report on progress.

Communications Implementation

- Ensure the organization has a consistent, integrated flow of content that is nature-based, relevant, balances established science with "heart", strives to expand our sphere of influence across diverse communities, and engages our Friends membership to support and identify with the SDAS mission.
- Convey complex environmental and social issues in accessible and compelling ways through both word and image.
- Oversee all aspects of the SDAS electronic newsletter, website, event websites, and social media platforms including content creation, data analysis, and updates.
- Oversee the design and content creation for all event graphics and collateral needs, including invitations, flyers, talking points, annual reports, Sketches magazine, etc., and coordinate with outside vendors on special projects.
- Implement communications needs related to SDAS branding, coalition projects, community engagement, public events, media outreach, and launches of initiatives and campaigns.
- Lead PR efforts, including building and maintaining relationships with local media contacts; identifying stories; drafting press materials and distributing them to the local media; securing event coverage; coordinating media appearances.
- Prepare staff and Board members for interviews and public appearances; create, edit, and approve talking points for all major interviews.
- Supervise interns, volunteers, Communications Committee members and staff in the execution of duties and activities to support the accomplishment of strategic priorities.
- Partner with department heads to identify communications needs in their areas of responsibility, as well as specific initiatives which might require communications and outreach support, including events, media outreach, and highlighting of collaborative successes.

Outreach Implementation

- Develop and maintain outreach strategy, calendar, and initiatives to reach new and diverse audiences.
- Train staff and volunteers to act as ambassadors for programs and the organization.

Organization, Team, and People Development

- Develop and oversee the communications budget and resources to ensure they are used effectively, including the use of external consulting resources for ongoing and periodic work. Getting bids and following up vendor payments is part of this responsibility.
- Provide coaching and training to staff and Board members on consistent use of the organization's messaging protocols, including a consistent writing and speaking style.

Desired Skills & Qualifications

- Ability to develop and implement communications strategies.
- Effectiveness in measuring, learning, and evaluating the strategies and plans in motion.
- Solid understanding of graphic design and word processing software, principally the Adobe Creative Suite and Microsoft Office (Mac fluency strongly preferred.)
- Functional capacity in building a variety of communications platforms.
- Thrives in a collaborative environment and is calm, resourceful, and even-tempered under pressure.
- Exceptional attention to detail, with a good balance of both flexibility and an ability to show initiative. A positive, affirming attitude and excellent follow-through are important qualities.
- Strong organization and prioritization skills with the ability to manage several projects simultaneously.
- Excellent verbal, written, and people skills; demonstrated ability to effectively communicate with various internal and external stakeholders.
- Prior nonprofit and fundraising experience is desirable.
- Fluency in Spanish would be a strong plus.

Other Job Requirements

- Must be able to work occasional evenings and weekends as needed
- Able to pass a background check
- Fully COVID vaccinated

Salary, Benefits & Terms

This is a full time (40hr/wk), non-exempt position with a wage range of \$28-32 per hour, commensurate upon experience. We are committed to providing an inclusive work environment, including flexible work schedules, telework options, family sick leave, 100% healthcare premium, generous vacation and holiday time, and SIMPLE-IRA 3% matching retirement benefit after the first calendar year of employment. Benefit details provided by request.

Equal Employment Opportunity Employer and Statement on Diversity

San Diego Audubon Society is proud to be an Equal Employment Opportunity employer. We do not discriminate based upon race, religion, color, national origin, sex (including pregnancy, childbirth, or related medical conditions), sexual orientation, gender identity, gender expression, age, status as a protected veteran, status as an individual with a disability, genetic information, or other applicable legally-protected characteristics. San Diego Audubon is committed to building a diverse and inclusive environment reflecting the diversity of our community in its board, staff, volunteers, and members and ensuring its internal culture, business practices, and programs are welcoming and advance its diversity goals

How To Apply

Email cover letter and resume as a single PDF to kemnitz@sandiegoaudubon.org with "Communications Manager" in the subject line. Applications without a cover letter will not be considered. Applications in other formats, such as Word documents, will also be accepted. No phone calls, please.

Applications will be reviewed on a rolling basis and the position may be filled at any time.