



POSITION ANNOUNCEMENT: COMMUNICATIONS SPECIALIST

Location negotiable within northwestern WA state. **Application Deadline: October 15, 2018**

Salary Range: \$39,000-\$42,000/year plus healthcare and retirement benefits effective January 2019. 1-year contract with the possibility of renewal.

About the Position

The Northwest Straits Foundation seeks a full-time communications specialist to join our 6-person team. The communications specialist is responsible for creation, implementation and on-going evaluation of a fundraising-oriented communications plan. This individual will work closely with communications staff at our governmental partner organization, the Northwest Straits Commission.

About the Northwest Straits Foundation

The Northwest Straits Foundation (Foundation) was established in 2001 as the non-profit organization in the Northwest Straits Initiative, a regional program authorized by Congress in 1998 to protect and restore the marine waters, habitats, and species of northern Puget Sound. We provide opportunity capital for seven county-based Marine Resources Committees that are the heart of this Initiative. We also provide internships, technical support and management of large restoration and conservation projects for the Initiative. ecosystem

Key Position Responsibilities:

Planning and evaluation

- Creation of a **communications plan** in coordination with Foundation and Commission team members, to include realistic goals, tactics, timelines and evaluation metrics.
- Manage transition to a **new development-focused website** for the Foundation
- Manage application of Foundation to **Google for Non-Profits**

Ongoing Tasks

- **Graphic design** including creation of infographics for presentations, annual report and other duties as assigned
- **Social media**: messaging for fundraising campaigns, advertisements, content creation and evaluation via engagement analytics
- **Content** creation and copy-editing
- **Photo** management: stage shoots, collect, edit and retouch photos and videos
- Send constituent **email** outreach using Mail Chimp
- **Website** content creation and management, regular updates and plug-in management, search engine optimization
- Quarterly **newsletters and/or reports to funders**: create content and design format for the Foundation; and for the Northwest Straits Commission upon request

Skills Required:

- Bachelor's degree (preferably communication, public relations or marketing) and at least 2 years relevant professional experience creating and implementing communications strategies and developing online content.
- High efficiency with Microsoft 365 and office suite, WordPress, email marketing tools and social media networks.
- Proficiency using basic graphic design software (InDesign, Publisher, Photoshop) and a talent for design.
- Excellent written and verbal communication skills.
- Creative, organized, efficient and reliable.
- Demonstrated ability to work independently and with the highest degree of accuracy.

TO APPLY: Send cover letter, resume, and three communications samples including one announcement or media release to Kullaway@nwstraitsfoundation.org.