



AUDUBON CANYON RANCH

Audubon Canyon Ranch connects nature, people, and science in a rapidly changing world.

Job Title:

Communications Specialist

Date:

April 2022

POSITION DESCRIPTION

Audubon Canyon Ranch's (ACR) mission is to connect nature, people, and science in a rapidly changing world. ACR's communications program connects the greater community to our work in ways that are meaningful and inspire action. The Communications Specialist develops and manages engaging, science-grounded content that can be shared broadly via social media, eNews, blog posts, digital ads, and more, providing a connecting thread between ACR's innovative programs, beautiful preserves, and mission-driven people, and our extended community intent on connecting with the natural world, cultivating conservation values, and stewarding lands responsibly.

RESPONSIBILITIES

Communications Strategy

- Assist Director of Communications in the development of integrated communication strategies to promote awareness of ACR's mission, programs, preserves, and people,

Social Media

- Collaborate with program staff to write engaging, science-grounded content; edit content and source/credit compelling photos, video, and other graphics to accompany posts,
- Develop and maintain a social media editorial calendar,
- Manage/schedule a minimum of 4x-weekly posts to each of our social channels: Facebook, Twitter, Instagram, LinkedIn,
- Prepare bi-monthly analytics report to optimize social media reach and engagement

Blog Posts

- Collaborate with program staff to gather and draft interesting stories as mid-length blog posts; edit content and source/credit imagery,
- Employ ACR's tone and style, and incorporate key words and other SEO best practices,
- Find opportunities to post to nature-based publications and blog sites like Medium, Listly, LinkedIn Articles, etc.,

Monthly eNews

- Collaborate with senior leadership team to develop monthly message, and with program staff to prioritize featured content from prior month's social media, blog posts and event promotion,
- Maintain contact lists; coordinate edits with ACR's development and administrative staff,

Event Support

- Proofread Eventbrite drafts; troubleshoot user roles and assignments,
- Place events on regional calendars,
- Upload event recordings to Vimeo when requested.

Website Content Management

- Oversee content delivery from program staff in support of website refresh

Program Impact Report

- Prepare quarterly review/report of all media coverage, social media, ads, and audience growth,

Other duties as assigned.

SKILLS AND QUALIFICATIONS

Required

- Demonstrated ability to work collaboratively as a productive team member,
- Strong organizational and trouble-shooting skills,
- Exceptional proofreading skills,
- Proven ability to engage in a friendly, supportive, and diplomatic manner with people from a wide variety of backgrounds, age groups, and lifestyles,
- Demonstrated ability to work collaboratively as a productive team member.
- An ability to maintain confidentiality when interfacing with databases, campaigns, and program areas,
- Professional, diplomatic, reliable, accountable, and flexible,
- Commitment to understanding issues of power and privilege in interpersonal dynamics and engaging with colleagues and associates to address issues of social justice and equity within the organization,
- Must have newer model smart phone capable of hosting current versions of social media apps,
- Must have access to dependable transportation to ACR preserves and other areas not immediately adjacent to public transportation routes.

Familiar with

- In-depth working knowledge of social media platforms; Instagram stories, video platforms YouTube, Vimeo, TikTok,
- Managing content through Facebook Business, Instagram Creator Studio, and other social media management apps, like Hootsuite, Later, or Unum,
- Marketing Email apps, like Constant Contact or Vertical Response,
- Search engine optimization (SEO), key words, writing to word count, and posting to external media outlets,
- Image editing and page layout programs, like Adobe suite or Canva,
- Spreadsheet apps, like Excel or Google sheets,
- Drupal or Wordpress interface for website content management,
- Video content creation and editing skills.

Desired

- An understanding of the ecology of the North Bay and a desire to connect people to the concepts of conservation,
- Working knowledge of Eventbrite event hosting platform,
- An understanding of the media landscape of Northern California, and
- Intermediate to high level of proficiency in written Spanish.

ESSENTIAL FUNCTIONS

Communications Specialist must be able to sit, stand, walk, bend; frequently and repetitively use hands (keyboarding), vision, hearing, speech/language processes; use computers, scanners, printers, phones, and other technological equipment; must be able to lift and carry 20 pounds.

Job Location:	ACR office, Glen Ellen, CA <i>(This position will occasionally require working indoors and outdoors at ACR preserves in Sonoma and Marin Counties and other North Bay locations; mileage reimbursed at prevailing rate.)</i>	Employment Status:	Half-time, hourly (18.75 hours per week); Non-exempt
Supervisor:	Director of Communications	Years of experience preferred:	Minimum 2 years of demonstrated and relevant experience
Degree(s) preferred:	No degree required. Desired areas of study for this position included communications, marketing, journalism, political science, science, conservation.	Other:	