



ROCKY MOUNTAIN CONSERVANCY POSITION DESCRIPTION

JOB OVERVIEW

Position Title: Communications Associate

Reports To: Communications Manager

Position Type: Non-Exempt, Part-Time status. Telework opportunities are available, with some in-person time required in the Estes Park-based office

Compensation: \$28/hr. - \$32/hr.

Promotion Potential: Yes

Benefits: No benefits plan is available. Sick time is accrued at the rate of 1 hour for every 30 hours worked. 401k plan is available after a total of 1,000 hours worked.

JOB DESCRIPTION

The Conservancy is seeking an experienced Communications Associate to strategically and creatively advance the Conservancy's visibility, reputation, and relevance with multiple constituencies, donors and members, recreational user groups, the media, and park visitors and enthusiasts. This position works to expand the Conservancy's audience and support base by creating mass and highly specialized communications to inspire our community to join, give, attend events, and volunteer.

Essential Duties/Responsibilities

1. Build and promote the Conservancy's brand through accurate, engaging print and digital marketing
2. Create and oversee the production of the Conservancy's Quarterly newsletter, employee newsletter, monthly community update email, blog posts, and other content as assigned
3. Contribute to social media, email campaigns, print ads, digital ads, and website updates to boost engagement and donations
4. Participate in outreach efforts to keep the Conservancy's audience informed and inspired
5. Manage the work of freelance graphic designers, proofreaders, donor photographers, and other contractors and volunteers
6. Maintain an organized photo library
7. Work with stakeholders across multiple disciplines including conservancy and Rocky Mountain National Park staff, volunteers, media, and communications professionals

Skills & Requirements

1. Enthusiasm for protecting Rocky Mountain National Park and public lands
2. Enjoys working in a collaborative, fast-paced environment
3. Organized, detail-oriented, and can handle multiple projects
4. Communicates clearly and effectively
5. Can work some evenings and weekends and occasionally travel

Experience

1. A minimum of 2+ years of experience in marketing/communications - 5+ years preferred
2. Experience with O365, including SharePoint and Teams, or equivalent required
3. Experience with Canva, Adobe Creative Suite, Meta Business Suite, Constant Contact, WordPress, SmugMug, or equivalent(s) preferred
4. Experience in creating robust newsletters, annual reports, etc. is a plus
5. Experience working for a government agency and/or non-profit is preferred

Education or Formal Training

BA/BS or equivalent experience, preferably in Marketing, Communications, Public Relations, or related field.

Requirements to apply

Must have a cover letter, resume, two recent writing samples, and a list of at least three professional references

NOTE: THIS JOB DESCRIPTION IS NOT INTENDED TO BE AN EXHAUSTIVE LIST OF ALL DUTIES, RESPONSIBILITIES, OR QUALIFICATIONS ASSOCIATED WITH THE JOB.