

Employment Opportunity

<u>Title:</u>	Communications Coordinator
<u>Status:</u>	Full Time/Salaried/Exempt
<u>Reports to:</u>	Director of Advancement
<u>Location:</u>	The Dwight Center for Conservation Science, Santa Rosa, CA

The Organization:

The mission of Pepperwood is to advance science-based conservation throughout our region and beyond. Our base of operations is the Dwight Center for Conservation Science in Sonoma County, a unique place where scientists and community come together to create solutions to some of our region's most pressing environmental challenges. Pepperwood manages a stunning 3,200-acre nature reserve located in the hills outside of Santa Rosa, CA, originally gifted to the California Academy of Sciences and now dedicated to ecological research, education, and conservation action. We serve as a venue for world-class science focused on advancing the health of Northern California's land, water, and wildlife. We are international leaders in climate adaptation, habitat corridor protection, fire mitigation, and forest health. Please visit our website – www.pepperwoodpreserve.org – to learn more about our programs.

Job Description:

The Communications Coordinator (CC) is responsible for implementing Pepperwood's communications strategy to enhance the organization's visibility, brand, and reputation and to drive engagement and philanthropic support among target audiences. The position focuses on production of high-quality print and digital communications, building Pepperwood's online presence, and engaging news organizations to promote the organization's expertise, accomplishments, and impact. The CC collaborates with other staff to ensure brand and style consistency, promote a positive image, coordinate messaging, and embrace the highest standards for external communication. The position provides writing, editing, graphic design, and logistics management on a variety of projects across Pepperwood's research, education, community-building, and advancement programs.

Responsibilities:

- Assist the Director of Advancement in developing overall branding, communications, and marketing strategies for the organization.
- Facilitate a monthly cross-program Communications Committee meeting to align communication strategies and messaging. Serve as the lead on implementing tactics related to those strategies.
- Maintain and update an annual master communications calendar and coordinate campaigns and outreach efforts across all programs and platforms.

- Manage the timely production of high-quality print and digital communications including monthly e-newsletter, bi-annual print newsletter, annual report, and other collateral.
- Oversee Pepperwood’s online presence including website, blog, and social media. Maintain a fresh website and make frequent content updates using WordPress.
- Serve as Pepperwood’s primary media relations contact. Pitch stories; manage media messaging; create and distribute press advisories and releases; coordinate spokespeople; and publicize campaigns that raise awareness of Pepperwood’s programs, expertise, and impact.
- Maintain branding guidelines and protocols for outgoing materials; train staff to ensure consistency and manage staff adherence to guidelines.
- Support the President, the Director of Advancement, and others in public relations and fundraising activities, including preparation for speaking engagements and on- and off-site events, audio-visual and logistical support, and guest hospitality.
- Work with Program Associate to produce specialized mailing/distribution lists to support communication, outreach, and fundraising objectives.
- Develop and maintain media archives and department records, keep relevant spreadsheets up to date with communication activities, and track and record online metrics.
- Oversee vendors and contractors hired to support communication and marketing efforts.
- Proof and copyedit communication and outreach materials.
- On occasion, attend community events to personally represent the organization and distribute Pepperwood collateral.
- Organize and supervise interns and volunteers to support communications projects and special events.
- Other duties as necessary.

Required Qualifications:

- Bachelor’s degree or equivalent, preferably in communications, journalism, or marketing.
- 3-5 years in a similar position—communications, public relations, or marketing in a non-profit or for-profit organization.
- Outstanding writing, editing, and proofreading skills as reflected in a strong and diverse writing portfolio.
- Demonstrated experience in managing publication, web, and media production.

- A proven track record of researching and writing compelling human interest stories, web/print content, blog posts, fundraising appeals, speeches, position papers, and social media copy designed to increase engagement and drive leads.
- A resourceful self-starter with a high degree of attention to detail and a proven ability to manage and complete multiple tasks within tight deadlines and budget.
- A high level of creativity, as well as the ability to use data-driven insights to improve the effectiveness of communication tools.
- High proficiency in Microsoft Word, Excel, and PowerPoint required. High proficiency in Adobe Creative Suite, especially InDesign. High proficiency using WordPress to update and edit web sites and familiarity with HTML and website content management systems. Experience with a CRM database.
- Technologically-savvy and capable of learning and implementing new communications, database, and related software tools.
- A strong “people person,” with the ability to establish and maintain successful relationships with high-level donors, community members, members of the media, and the public.
- A passion for the environment and the mission and values of Pepperwood.
- A valid driver’s license and insured vehicle to travel to local meetings, events, etc. for Pepperwood business.
- Willingness to work occasional evenings and weekends.

Preferred Qualifications:

- Experience using MailChimp or similar email marketing software.
- Experience using Salesforce.
- Familiarity with science and conservation topics.
- Familiarity with conversational Spanish.

Work Environment: Central office with cubicle work space: temperate climate, office lighting, and computer workstation. Field locations on preserve: uneven terrain, limited vehicle access and cell phone reception.

Physical Requirements: Ability to negotiate two-story building with ease and participate in outdoor events including receptions and hikes over uneven terrain. Office work station requires extended sitting and fine finger movements and visual capacity to develop and review print and digital documents. Ability to drive safely for local travel.

Travel: Local travel required, generally within 10 Bay Area counties.

Compensation: Salary commensurate with experience; excellent benefits and great work environment.

To Apply: Qualified candidates should submit the following four items to Cassandra Liu at cliu@pepperwoodpreserve.org **with the subject line *Communications Coordinator***, or via mail to 2130 Pepperwood Preserve Road, Santa Rosa, CA 95404:

1. Cover letter, explaining your “fit” for this position
2. Current resumé
3. A list of three references with contact information
4. Three work samples that demonstrate writing and design expertise, with an explanation of your involvement in the production of each.

No phone calls please. Candidates will be contacted directly for an invitation to interview.

Pepperwood is an equal opportunity employer and prohibits unlawful discrimination based on race, religion, color, sex, sexual preference, age, or marital status.