

Job Announcement: Communications Coordinator

Job Title: Communications Coordinator

Application Due Date: August 27, 2021

Start Date: October 4, 2021

Location: Telework is allowed with this position. Travel to Ankeny, Iowa, may be required quarterly. Travel to approximately two additional meetings or events may be required annually.

Position Description

This is an exempt position under the supervision of the Publications Director. The Communications Coordinator will manage and implement the Society's communications plan to amplify the organization's mission, activities, research, and services as well as uphold the brand and core values. This person will champion all things conservation and will have the freedom to tailor the position in response to a growing (and evolving) community's needs. This individual will work closely with staff and key organizational leaders to shape engaging narratives that showcase the impact of the Society for members, prospective members, partners, and the conservation community. This person will clearly and frequently articulate membership benefits to conservation professionals, as well as write, edit, and produce a variety of internal and external communication pieces, including news releases, marketing materials, website content, presentations, social media content, and articles.

Major Duties and Responsibilities

- Collaborate with staff to gain an understanding of Society and member needs and interests in order to develop and implement an organizational marketing strategy and accompanying tactical plans
- Market and raise awareness of Society products, events, accomplishments, and services through owned, earned, and paid media
- Oversee social media accounts, including social media calendar management, content creation, implementation, and engagement
- Write press releases and create/maintain press lists
- Increase brand awareness and communicate brand to organizational leadership
- Work with staff to create a consistent identity across communications, and to develop and maintain updated best practices and policies for communications and marketing efforts
- Develop communication templates and frameworks for internal, external, and chapter communications
- Discover and utilize communications services and partnerships to amplify messages and create efficiencies
- Manage organizational annual giving campaign and other fundraising efforts
- Work closely with Membership Director and other staff to update and develop membership recruitment and retention campaigns
- Write original content for Society newsletter and publications

- Proofread and review materials for other staff members, including conference, membership, and special project communications
- Assist, as needed, with all aspects of the organization including, but not limited to, events; policy; member, chapter, and corporate partner relations; and board, committee, budget, and organizational development.

Qualifications

Candidates should have the following minimum qualifications:

- Bachelor's degree, preferably in English, communications, journalism, marketing, public relations, agricultural communications, or related field
- 2+ years in communications experience, including writing, editing, and developing website and social media content
- Excellent written and verbal communication skills, including the ability to translate technical information into engaging content for broad audiences
- Good listening skills and the ability to respond creatively to community needs with audience-specific solutions
- Project management experience
- Ability to manage multiple tasks at once within established deadlines and to work well under pressure
- Excellent organizational skills and attention to detail
- A strong work ethic and the ability to work as part of a team as well as independently
- Confidence to advocate for the Society's mission and brand to both internal and external audiences
- Proven ability to analyze communications metrics in order to measure impact and effectiveness
- Experience working in AP style and/or house style guides
- Proficiency in Microsoft Office, Adobe Creative Suite, website content management, and social media platforms
- Basic video editing skills

Preferred additional qualifications:

- Creativity, curiosity, and a passion for storytelling
- Knowledge of copyright compliance and use requirements
- Experience generating advertising opportunities
- Familiarity with or demonstrated interest in learning about environmental, agricultural, or natural resource conservation issues
- Interest in learning about and employing new communication tools and processes
- Experience working for a nonprofit or membership organization

About the Soil and Water Conservation Society

For 76 years, the Soil and Water Conservation Society has been the premier international organization for professionals who practice and advance the science and art of natural resource conservation. We believe sustainable land and water management is essential to the continued security of the earth and its people. Our goal is to cultivate an organization of informed, dynamic individuals whose contributions create a bright future for agriculture, the environment, and

society. The Soil and Water Conservation Society is headquartered in Ankeny, Iowa, with chapters across the United States and Canada. For more information, go to www.swcs.org.

Our Office Culture

At SWCS, we are a small (but mighty), tight-knit team of individuals who are passionate about soil and water conservation. We care deeply about our work to support the world's natural resources and serve our community of conservation professionals.

We are as committed to helping each other succeed as we are to our mission. We recognize that when one of us succeeds, it is a win for our natural resources. We also appreciate that each individual brings different perspectives and strengths to the table, and we embrace growth and learning while respecting people's values and interests. (We start our staff meetings with fun opportunities to share!) We listen to one another and allow space for everyone's voice to be heard.

We use every problem or challenge as an opportunity to be creative and innovate. We have a positive, collaborative, and solutions-oriented work environment. When we present barriers, we also present solutions.

Within the last year, we've embraced remote work and are moving toward a hybrid work experience. Each team member must be resourceful and have the ability to run with things with a high level of autonomy and independence. We don't hold excessive meetings, but are ready to assist one another when needed.

Justice, Equity, Diversity, and Inclusion

The Soil and Water Conservation Society denounces the systemic racism, discrimination, and inequality that exist today. Racism, discrimination, and inequality of any kind oppose SWCS's core values, which include respect for people and cultures, and the unification of people with diverse backgrounds, experiences, and ideas. SWCS seeks diverse voices, actively listens, engages in dialogue, thinks critically, and takes meaningful action toward creating institutions and systems that serve and value people equally. Our goals for the world's soil, water, and other natural resources cannot be realized without justice, equity, diversity, and inclusion. We expect justice, equity, diversity, and inclusion to be a component of all projects.

Salary and Benefits

Competitive salary commensurate with experience. Range is \$40,000 to \$50,000. Attractive benefit package.

Duration

All positions are dependent on funding and performance. This position is currently funded for three years. Potential to continually maintain position is strong. However, this position, like all positions at the Society, is at-will. Either the Society or the employee may discontinue the employment relationship at any time.

How to Apply

Applications are due **August 27, 2021**. Interviews will be conducted the week of September 13, 2021. October 4, 2021, is the anticipated start date. Please submit the following materials to annie.binder@swcs.org:

- Resume
- Cover letter
- 3 references
- 3 examples of prior communications or marketing work