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sanjuancitizens.org

Communications Manager

San Juan Citizens Alliance (SJCA) is looking for a passionate, dynamic, organized, and technology-savvy communications professional to help grow our membership and presence in the Four Corners. The position is full-time and located in our Durango, CO office.

The Communications Manager guides the strategy for communications, website, and public relations messages and collateral to consistently articulate SJCA's mission. The Communications Manager oversees organizational messaging and member services, creates and manages the organization's websites, supervises engagement utilizing membership database, and leads membership donation campaigns. The Communications Manager implements membership outreach through printed and online media. The Communications Manager works closely with program staff to craft messaging and generate content for SJCA's conservation campaigns.

The ideal candidate is passionate about our mission, is an effective and engaging writer, has an eye for design and is adept at creating content for a variety of outlets to reach a diverse array of stakeholders.

About San Juan Citizens Alliance

San Juan Citizens Alliance (SJCA) was formed in 1986 and advocates for clean air, pure water, and healthy lands – the foundations of resilient communities, ecosystems and economies in the San Juan Basin. Over its 35-year history, SJCA has successfully advocated for protection of communities from the impacts of energy extraction and production, defeated proposed power plants, safeguarded undeveloped valleys, and secured wildlands protections, among many other conservation victories. Our strength is premised on outreach and engagement of local residents and communities, providing them the tools to effectively engage with decision-makers to implement policies that advance conservation. SJCA is headquartered in Durango, Colorado with a satellite office in Farmington, New Mexico. We are a small, tight organization with a staff of eight, and enjoy supportive roles among our staff.

Job Responsibilities

The Communications Manager is based in Durango, CO and works closely with the Executive Director, Program staff, and Finance and Administration Manager. This position is responsible for:

- Collaborating with the Executive Director to develop communications strategies that will broaden programmatic reach and deepen impact.
- Developing messages that elevate SJCA's brand and social critique.
- Developing and refining SJCA's "core" messages to ensure organizational consistency.
- Serving as executive editor for the organization's website.
- Raising SJCA's local and national awareness through new communications vehicles and consistent messaging that uplifts SJCA's unique organizational voice and expertise.
- Managing the development and distribution of all organizational print and electronic publications including SJCA's website, social media, emails, marketing collateral, newsletter, and donor outreach materials.
- Supervising creation of program-related content (including video, social media, blogs, and advocacy opportunities) and communications by program staff.
- Providing fundraising support to Executive Director and Finance and Administration Manager.
- Creating communications around outreach events (email, social media, posters, etc).
- Overseeing organizational response to inquiries about SJCA.

Qualifications

We are seeking an organized, creative, and flexible communications professional with outstanding people skills and organizational abilities. The ideal candidate possesses:

- Experience developing communications strategies and content (website, social media, blog, video, collateral, op eds, newsletter, etc.)
- Strong writing and editing skills.
- Comfort communicating with a wide variety of stakeholders including the media, government, businesses owners, elected officials, partner organizations, and community members.
- Understanding of environmental, social, and economic justice issues, particularly around aspects of climate change, energy, public lands, wildlife, and water here in the Four Corners.
- Creativity and critical thinking when brainstorming and problem-solving.
- Proficiency with publication and design software, and social media tools.
- Possess an eye for design to create memorable and engaging content.
- Comfort juggling deadlines while multi-tasking.

Compensation and Benefits

This is a full-time, salaried position with generous vacation benefits that include 25 days of paid time off in the first year, health-care coverage, and employer-matched retirement plan after the first year of employment. Professional training opportunities are provided. Starting salary range is mid 40's based on skills and experience.

To Apply

Send a cover letter and resume with the subject line, "Communications Manager" to info@sanjuancitizens.org. Applications will be reviewed starting March 15, 2021.