

Content Writer and Specialist

Work Level: Full-Time Exempt

Application Deadline: Open until filled.

First round of applications close March 24th, 2017.

Position Summary

Tell me a fact, and I'll learn. Tell me a truth, and I'll believe. But tell me a story and it will live in my heart forever. -Ancient Proverb

WildEarth Guardians, a non-profit that protects and restores the wildlife, wild places, wild rivers, and health of the American West, is looking for an inspired digital storyteller, content curator and written word movement starter who loves to engage audiences in diverse ways. We'll be asking you to write the big stories, tweet the 140-character anecdotes, curate, cultivate and continue conversations, while touching the heart and soul of our growing audience. You'll partner with our Communications Director and Communications Specialist to plan and deliver big ideas from start to finish—on yearly, monthly, weekly and daily engagement tracks. Additionally, you'll be the written liaison between WildEarth Guardians and the world, often working directly with our many internal stakeholders to identify and refine connective stories for campaigns while ensuring a very high degree of factual accuracy. Our team is comprised of innovative thought and action leaders, with our work often pushing established boundaries. We need a collaborator with a desire to listen and learn, and work with diverse group of people to be a dynamic digital-first story teller. Experience writing about environmental issues is desired, and tremendously helpful, but that alone is not enough for you to excel in this position. Your passion to protect the wild, and your drive to elevate content above the noisy, digital world is how you excel.

Key Responsibilities

- Create and curate compelling and engaging content, and repurpose content across channels.**
- Collaborate with team members to deploy integrated campaigns and stories (social media, email and some print).**
- Report and analyze content performance (both qualitative and qualitative insights); opportunity insights are a plus.**

- Nurture social media communities through daily monitoring, publishing and engagement.
- Develop relationships with media, editorial and communications outlets and professionals.
- Communicate with a high level of technical precision, yet in an accessible voice and style, to amplify brand and campaign impact across channels.
- Understand and embrace the fact that social media operates outside of traditional business hours often requiring a balance between cuing and reaction depending on the campaign.
- Ability to use online listening, curating, publishing and measurement platforms and tools effectively.
- Proofread, copy edit and fact check, your own and other's work.
- Repurpose hi-level press releases and research into accessible content.
- Develop content with SEO best practices for tagging, keywords, etc.
- Maintain and develop a digital asset library.
- Participate in other writing projects as needed.

Skills/Competencies

- Proficiency with the Microsoft Office Suite, Adobe Creative Suite a plus.
- Writing, Editing and proofing - AP style, grammar, punctuation, clarity and consistency.
- Experienced using WordPress and employing basic HTML.
- SEO knowledge for content creation; SEM experience a plus.
- Experience with Blackbaud's Luminate or other large vendor email/action software platform.
- Repurposing content for social media and emails.
- Participation in understanding and driving content strategy.
- Demonstrated writing ability that is inspirational, compelling and accessible for diverse audiences.
- Ability to collaborate to convert and implement strategic communications plans into tactical content outlines and editorial calendars.
- Experience with split testing and the ability to identify content trends is a plus.
- Ability to repurpose scientific, technical and legal program

information into consumer-friendly documents and communications.

Qualifications/Requirements

- Bachelor's degree in Journalism, English, Marketing, Communications or another related area of study.
- Professional experience in a digitally dominant content work environment. Experience with social media, community management, copywriting, editing, email, digital storytelling and mobile and technology solutions.
- Superior writing skills, as well as strong copy editing, proofreading and research skills.
- A self-starter, willing to take initiative and able to manage multiple projects from start to finish while meeting deadlines.
- Impeccable organization and attention to detail.
- Passion for protecting environmental and cultural values, and natural heritage of the American West; a demonstrated commitment to conservation advocacy.
- Desire to challenge the status quo.
- Comfort with and enthusiasm for working in a fast-paced campaign environment, including juggling multiple priorities.
- Great interpersonal and verbal skills, an upbeat, can-do attitude.
- Strong portfolio of impactful content pieces.
- Ability to work independently and as part of a team.
- Commitment to diversity and inclusion in the workplace—in life.
- Creative problem-solving and troubleshooting skills.

Compensation and Benefits:

Salary is competitive and DOE plus vacation, sick leave, health and dental insurance, family leave policy, retirement benefits, sabbatical policy, and exceptional work environment.

Job Location

Our main offices are located in Santa Fe, Denver, Portland and Missoula but we will consider exceptional applicants in other western locations and situations.

To apply:

Send applications to apply@wildearthguardians.org. Applications

should include (in a single PDF) a cover letter, resume, and any other communication or media tool you feel is necessary to tell us your story. No phone calls, please.

WildEarth Guardians is an equal opportunity employer committed to a diverse and inclusive staff.