



Digital Content Coordinator Job Announcement

Work Level: Full-Time Exempt

Offices in Santa Fe, Denver, Tucson, Missoula, and Portland

Santa Fe and Denver locations preferred

Position Summary:

The Digital Content Coordinator reports to the Associate Director and will work closely with the Communications team. The person filling this position will be responsible for organizing, deploying, tracking, and improving the effectiveness of communications for our website, action emails, fundraising appeals, social media, and other digital communications as well as the technological platforms that support those communications. The Communications Specialist's priority is to ensure that WildEarth Guardians' digital content is organized and deployed in a timely manner for cross-programmatic success.

This is an associate position that requires strong technical skills and a technological bent. As an associate position, the Associate Director will prioritize work as needed. Nonetheless, we are looking for an individual with leadership qualities as well as conservation experience and a well-developed conservation ethic. The successful candidate will be given responsibility, autonomy, and independence commensurate with their experience.

Responsibilities:

- Be the technical resource and implementer for Guardians' online tools including Luminate, Word Press, our digital asset management library system, and all social media platforms
- Understand and leverage Google Analytics, Facebook Insights, Twitter Tools, and other digital analysis tools to continuously improve
- Contribute to or provide strategic leadership
- Deploy one to seven emails each week
- Grow our e-activist base
- Be an expert in electronic communications effectiveness and the tools to measure it
- Manage multiple relationships for program content
- Responsive to member questions and comments
- Support team members in their responsibilities including working at events, membership campaigns, and technical support

Knowledge and Skills:

- Technical knowledge of communications software
- Attention to detail
- Ability to drive and meet deadlines
- Knowledge of technology information sources
- Strong contributor in team environments
- Great communicator
- Experience with members is an advantage
- Strong editing skills is an advantage
- Knowledge of basic fundraising techniques and strategies is an advantage
- Being bi-lingual is an advantage

Qualifications:

- Minimum of five years experience in a work environment using communications software
- Previous experience with and knowledge about conservation issues
- Strong drive to work in a conservation non-profit, non profit experience is an advantage
- Experience working in deadline-driven environments
- Experience working with contractors
- Able to work well in a team environment, handle multiple assignments, and prioritize appropriately

Compensation and Benefits:

WildEarth Guardians offers a competitive salary and benefits package, including full health and dental insurance, paid vacation, health leave, sabbatical, disability, life insurance, and paid holidays. Salary is expected to be \$47,500 to \$49,500.

WildEarth Guardians is an equal opportunity employer and actively works to ensure fair and equal treatment of its employees and constituents regardless of differences based on culture, socioeconomic status, race, marital or family situation, gender, age, ethnicity, religious beliefs, physical ability, or sexual orientation. We are committed to advancing internal and external diversity, equity and inclusion. We believe in the intersection between issues of social, racial and economic injustice, and the inequity that is driving the climate crisis and the many harms to wild nature. Applicants with experience in these areas are encouraged to apply and highlight that experience in their application materials.

To Apply:

Send the following materials **electronically by 07/21/2017 in ONE pdf (only the pdf will be reviewed, the email will not)**: cover letter explaining how your experiences and skills match this position; résumé; example of technical skills; and contact and relationship information for three references to:

Carol Norton
Associate Director
WildEarth Guardians
cnorton@wildearthguardians.org

WildEarth Guardians works to protect and restore the wildlife, wild rivers, wild places, and health of the American West. We believe in nature's right to exist and thrive. We act on this belief with compassion and courage by preserving the wild world. We defend wildness, empower life, end injustices, and stand for healthy, sustainable ecosystems and diverse human communities. We embrace conflict and cooperate without compromising our values. We execute our campaigns strategically and decisively; we mobilize, inform, and inspire others, and work to heal wounded landscapes. Our enduring and fierce advocacy leads us to success.

We operate four major programs—Wildlife, Wild Places, Wild Rivers, and Climate & Energy—and rely on a potent combination of litigation, education, scientific analysis, and public advocacy in our work. Today, Guardians has more than 120,000 members and e-activists, the majority of who live in the 11 western states. We have offices in Arizona, Colorado, New Mexico, Montana, Oregon, and Wyoming. Our 30-person staff includes lawyers, policy experts, scientists, ecosystem restoration experts, organizers, and fundraisers. Our 2017 budget is \$4.2 million, which comes from diverse sources, including members and donors, foundations, and government grants.

Additional details and information about WildEarth Guardians can be found on our website:
www.wildearthguardians.org