



## JOB DESCRIPTION

*We encourage diverse applicants because we believe having a staff that authentically reflects the community, we serve is critical to our ability to be culturally responsive.*

*Effective 01 June 2021, IslandWood will require all staff, volunteers, docents, interns, and graduate students to receive a COVID-19 vaccine and to provide proof of inoculation. This decision is intended to aid in the safety and health of all persons delivering and/or supporting program delivery, our clients, and students. Waivers are available for medical and religious exemptions.*

<b>Job Title:</b>	<b>Communications Manager</b>
<b>Department:</b>	<b>Communications</b>
<b>Reports To:</b>	<b>Director of Communications &amp; Marketing</b>
<b>Classification:</b>	<b>Full-time/Annual, Hourly/Non-exempt</b>
<b>Work Schedule:</b>	<b>Monday – Friday, Flexible, 1 day on Bainbridge Campus- 4 Days Remote</b>
<b>Pay Range:</b>	<b>\$25.00 - \$29.00 (\$52,000 to \$60,320)</b>
<b>Benefit Package:</b>	<b>Full benefit package provided; health benefits 100% premium paid by IslandWood; (medical, dental, vision, life, LTD), HSA, Flex, 401k, 3 weeks paid vacation</b>

### **Overview:**

IslandWood's mission is to provide exceptional learning experiences to inspire lifelong environmental and community stewardship. The Communications Team plays an essential role in furthering IslandWood's mission by creating awareness of our impact and programs, ensuring a dynamic digital presence, and creating compelling messaging that links core programs to strategic initiatives. The Communications Manager is responsible for developing and implementing strategic communications for internal clients through an explicit JEDI (justice, equity, diversity & inclusion) lens, as well as overall brand social media strategy and execution.

### **Primary Responsibilities:**

- Ensure all content and materials developed throughout organization present a unified brand voice that articulate the organization's strategic focus and build the organization's broader brand identity
- Develop and implement measurable strategic communications plans for key internal clients
- Day-to-day copywriting and project management of emails, webpages, collateral, and digital advertising
- Develop and execute brand social media strategies (both paid and organic) with an emphasis on growing audiences and broadening our reach
- Develop ideas for, coordinate necessary logistics, and write blog posts
- Create, monitor, manage and report on conversion tracking in Google Analytics & Google for Nonprofits AdWords search marketing campaigns
- Share responsibilities with Director of Communications on supervision of photoshoots
- Attend in-person events, willing to travel to both Campuses- Bainbridge Island/Brightwater.
- Support IslandWood's strategic plan and commitment to mission, vision, values, and goals of IslandWood
- 35% social media content development + paid social campaigns; 30% copywriting; 20% strategic planning; 10% meetings/collaboration; 5% analytics & reporting

## ISLANDWOOD JOB DESCRIPTION

Job Title: Communications Manager

Page 2 of 2

### Required Qualifications:

- Three years minimum of relevant experience
- Demonstrated experience in creating and executing successful multi-channel marketing and communications campaigns
- 1 – 2 years' experience developing social media content and implementing paid social media campaigns
- Strong written communication, strategy development, and critical thinking skills
- Ability to independently problem solve
- Proven experience using analytics to make decisions and improve results
- Able to prioritize and execute multiple projects under deadlines
- Proven ability to stay on top of trends in the ever-changing field of digital media marketing
- Effective skills working across a variety of internal teams to accomplish tasks and meet goals
- Working knowledge of Google Analytics and Ad Words
- A passion for environmental issues and education preferred
- Experience developing communications with a strong justice, equity, diversity, and inclusion (JEDI) lens
- Demonstrates IslandWood's core values that enable teams and individuals to succeed with shared respect and purpose
- Must pass child safety screening procedure, post offer
- Must comply with and maintain a smoke-free and drug-free work environment

### Application Requirements:

Please submit a cover letter, resume and two current references **OR** an [Application for Employment](#) to: [employment@islandwood.org](mailto:employment@islandwood.org) and state "Communications Manager" in the subject line.

**Position Posted:**           **October 2021**

**Application Deadline:** **Open until filled**

**Start Date:**               **As soon as practical; November 2021**

*IslandWood is an Equal Opportunity Employer and welcomes applications from qualified individuals without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, pregnancy, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state, and local laws.*