



Southeast Alaska Watershed Coalition (SAWC)

COMMUNICATIONS COORDINATOR JOB DESCRIPTION

The goal of the Communications Coordinator position is to promote community-based watershed management and sustainable community development programs and projects throughout Southeast Alaska.

The Communications Coordinator will be responsible for elevating the visibility of SAWC's mission and programs, as well as, conducting research and supporting a network that advances community-based watershed management programs and projects throughout Southeast Alaska.

JOB DESCRIPTION:

Job Duties listed in order of priority

Networking and Marketing: Identify new networking opportunities and optimize messaging to target audiences; track and manage database of network participants. Report on success of networking efforts toward programmatic and fundraising goals.

Website and online presence: Keep SAWC website updated with engaging content, news items and relevant publications; build visibility for SAWC online using the full range of internet tools including search engine optimization, social media and video; use web statistics and other metrics to track the effectiveness of web outreach efforts

Research and outreach: Identify information, people, and resources that can help support community-based watershed efforts. Develop networking strategies to pass identified assets onto community-based efforts.

Writing: Write and edit SAWC's outreach materials, blog, press releases and social media postings.

Project management: Develop, prepare and implement SAWC's communications strategy, annual report and social media strategies; manage production and distribution of SAWC's publications and outreach materials.

We inspire Southeast Alaskans and support community organizations working towards the wise management of our watersheds



Develop and maintain partnership and individual fundraising program: Coordinate strategy to capture unrestricted funds and private donations.

Grant Research and Writing: Utilize research, writing and editing skills to help director develop conceptual outlines and content for potential funding sources.

Media relations: Lead media relations efforts; produce and distribute press releases; serve as media liaison; build relationships with journalists and public relations partners; maintain press clippings and media contact database; track and report earned media results.

Graphic design: Design and/or manage SAWC's brand and graphic interface for electronic, print and social media; layout and/or manage design of project briefing materials and publications.

Photography: Shoot photos for electronic, print and social media; develop and maintain SAWC's library of images.

SKILLS AND QUALIFICATIONS

- Bachelors degree with 2-5 years experience in related position or equivalent combination.
- Proven talent for writing, editing and project management
- Strong organizational skills
- Ability to take initiative and work independently in a small office setting
- Fluency in website management, Word press and social media tools
- Excellent skills in both verbal and written communication
- A love of watersheds and sustainable community development is essential
- Ability and desire to work inclusively with a highly diverse group of stakeholders



JOB PARTICULARS

The job is a secured 10-month, 25-30-hours/week positions that requires living and some travel in Southeast Alaska.

Pay range: \$15.00-\$20.00- based upon experience. No benefits included.

Open: November 5th, 2012

Close: November 30th, 2012

Start date: is negotiable upon hire. February 14th will be the latest possible start date

Send resume and cover letter to:

Electronically:

Subject: Communication and Research

alaskawatersheds@gmail.com

By Mail:

ATTN: Jessica Kayser

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