



**Position:** Communications Specialist (Public Engagement, Marketing)

**Status:** Full-Time, Non-exempt

**Location:** In response to the pandemic, all staff are working remotely. When office reopens, this position has flexibility to work from our Borrego Springs' office, or remotely, however in-person attendance is required at occasional programs and meetings throughout the year. Some travel in the region may be required.

**Hours:** 40 hours per week, Monday-Friday. Evenings, weekends, and holidays on occasion.

### **About ABF**

Anza-Borrego Foundation is the only nonprofit organization dedicated to supporting Anza-Borrego Desert State Park, California's largest state park located in San Diego, Imperial and Riverside Counties. Our programs for land conservation, adult and youth education, interpretive retail and research are designed to lead people to a greater understanding of and appreciation for California's dwindling wilderness. We serve not only local Park visitors but national and global visitors to our region. ABF fulfills our commitment to our State Park partnership through cash support, services and education. We know we cannot meet these goals without equal commitment to our staff by supporting positive work culture focusing on strengths-based management, identifying and supporting our individual strengths to flourish. We are a small group of passionate employees, board members and volunteers that thrive on collaboration, innovation and learning through our effort to achieve excellence in partnerships.

### **Position Overview**

Our growing organization is looking for an experienced communications professional to create and implement external communications strategies to further our goals as a nonprofit conservation organization. The Communications & External Relations Specialist plans and implements strategies to increase broad public understanding of and appreciation for the scope and impact of Anza-Borrego Foundation. The position will identify and implement opportunities to cultivate support, partnerships, donors and audiences via communications and outreach.

The ideal candidate will have a proven track record of success in the communications sector, excellent written and verbal communication skills, experience at developing strong relationships with a wide range of stakeholders, is highly skilled in social media and digital media, and is strategic and solutions oriented.

This is a newly created position that requires an experienced, strong strategic thinker able to communicate our mission and diverse program areas as a cohesive brand.

### **Essential Duties and Responsibilities**

The essential functions include, but are not limited to, the following:

- Manage the strategic development of all electronic communications (website, e-newsletter, newsletter, social media, digital advertising, etc.) that align with our brand identity and message
- Chiefly responsible for written communications such as newsletters, press releases, donor letters, copy for programs, annual report, organization-wide collateral, etc.

- Work in partnership with Executive Director and all department leads to identify and craft inspiring stories and visuals to highlight program impact, maximize media exposure and increase public engagement
- Coordinate and support outreach and fundraising events
- Build and maintain relationships with journalists, bloggers, sponsors, community partners, volunteers, and customer audiences that will help advance our work.
- Develop and disseminate public relations materials that increase our visibility among stakeholders and lawmakers.
- Maintain current communications lists (donor, media, etc.), building relationships where appropriate.
- Train and support staff and board of directors on social and digital media to maximize organizational impact.

## **Qualifications / Experience**

### ***Required:***

- Bachelor's or master's degree in Communications, Public Relations, Marketing, or related field.
- A minimum of four years of experience developing creative content to demonstrate impact, value, and innovation
- Demonstrated ability to write persuasively and effectively for diverse audiences.
- Ability to produce creative content in visual and social media for outreach and marketing use
- Familiarity with or interest in public lands conservation
- Strong initiative, self-starter with ability to manage numerous projects, keeping them on time while staying on budget.
- Strong interpersonal and relationship development skills
- Superb internal and external customer service abilities
- Outstanding written and verbal communications skills (including presentation skills).
- Proficiency with Adobe Creative Suite and Microsoft Office
- Flexibility to take on a variety of tasks and work in a highly collaborative team environment
- Flexible and willing to work simultaneously on a wide range of projects with the ability to prioritize tasks

### ***Preferred:***

- Familiarity using customer relationship management and/or donor database system
- Event support, related planning and management skills
- Experience delivering virtual events via Zoom, Facebook Live and other web-based tools
- Experience working in a nonprofit organization
- Experience taking high-quality photographs
- Experience with video editing
- Experience with Webflow a plus

## **Reporting Relationship**

This position reports to the Executive Director and works closely with the management team.

## **Compensation**

Hourly pay range: \$26-29/hour DOE on experience. ABF offers 100% health coverage for fulltime employees.

**Please include a cover letter, separate writing sample and sample of creative content with your resume and email to Executive Director Bri Fordem at [bri@theabf.org](mailto:bri@theabf.org) By February 2, 2021**