

POSITION DESCRIPTION

Communications Specialist

Position Type

Full-Time Employee with benefits.

Description of the Position

The Communications Specialist (CS) supports the activities of the entire Center and reports to the Deputy Director. This position works closely with all Center staff, volunteers, and partners in diverse settings (office, field, offsite) and remains familiar with all Center activities in order to craft powerful conservation stories and develop conversations in the social media sphere. The Specialist is responsible for researching, creating, developing, and managing content and communications to increase public awareness, understanding, and appreciation of the Inland Bays and their watershed.

They have a deep understanding of what resonates with a diverse audience and value working collaboratively with colleagues and partners to accomplish shared goals. The CS increases the Center's visibility to the general public through in-person interactions and well-written, visually stimulating communication products. The Specialist is adaptable, detail-oriented, and can set priorities to meet project milestones.

Duties and Responsibilities

- Write, edit, and distribute press releases, electronic newsletters, fact sheets, and other publications.
- Write special publications, including but not limited to the seasonal Inland Bays Journal and Annual Report.
- Manage the Center's social media pages that support its mission and create a robust online / social media presence (craft engaging and accurate posts and responses, collaborate with staff to plan and acquire relevant content, etc.).
- Manage the Center's website and develop compelling and up-to-date content that is digestible and visually appealing.
- Procure and direct the services of contractors for the development of diverse communication products (e.g., videos, photography, graphic design, etc.).
- Serve as the point of contact for media outlets and coordinate Center press events.
- Document and photograph outreach events, restoration projects, the Inland Bays ecosystem, and more, and manage the Center's electronic photo archive.

- Collaborate with the Development team in crafting compelling fundraising campaigns, marketing, and brand collateral.
- Assist in the development of temporary and permanent educational signage, outreach displays, exhibits, and other education/outreach tools and materials.
- Assist the planning and coordination of large-scale community outreach events.
- Assist the fostering of partnerships and the delivery, tracking, and reporting of activities affiliated with the Center's Public Education & Engagement Plan.
- Create and deliver presentations, represent the Center at events and interviews, and support evening and weekend Center activities as needed.
- Document metrics and evaluate outreach impact. Produce outreach and communication reports for staff, board, and others.
- Assist the FOIA Coordinator in gathering and distributing information in compliance with state FOIA guidelines; maintain FOIA compliance on the website and other public communications.
- Assist with grant writing, tracking, and reporting.
- Generate and track budgets for communications-related projects.
- Collaborate with other Center staff, volunteers, and partners to meet goals set in the strategic plan and Comprehensive Conservation and Management Plan.
- Other tasks may be assigned.

Qualifications

- Bachelor's Degree in interactive media, communications, English, education, environmental science or a related field.
- Superior writing and editing skills.
- Demonstrated experience working with social media platforms, web content management systems (WordPress preferred), video and photo editing tools, and design platforms (e.g., Canva).
- Experience developing and delivering science-related communications for diverse audiences, including non-scientific and general public populations.
- Knowledge of science communication principles, media strategies, and public education techniques.
- Strong interpersonal and public speaking skills.
- Ability to handle multiple projects at a given time, set priorities, and establish and meet deadlines in a productive manner.
- Extremely strong organizational skills and attention to detail.

Physical Demands and Work Environment

Work is performed in both an office environment and in the field. Field assignments may require bending, climbing, crawling, kneeling, lifting up to 25 pounds, pulling, reaching, sitting, standing, stooping, walking in rough terrain, in-water work, and occasionally contending with adverse weather conditions requiring special clothing and safety precautions. Evening and

weekend work to host and attend meetings and events is regularly required. A flexible schedule is permitted.

This position is subject to the Center's Office Policy Manual. Funding for this position is contingent on the continued availability of grant funding. All qualified applicants will receive consideration without regard to race, color, national origin, sex, religion, age, disability, political belief, sexual orientation, gender identity, veteran or military status, genetic information, and marital or familial status.

Acknowledgement

I have reviewed this position description and I understand all of the listed job duties and responsibilities. I am able to perform these duties and responsibilities. I have discussed any exceptions or training needs with my supervisor. I understand that the Center for the Inland Bays, a non-profit organization that may have variable funding, may need to change my job duties on a temporary or regular basis according to the needs of the organization and changes in funding. I understand that the Center will make every effort to provide written notice to me of such changes. If I have any questions about job duties not specified in this description that I am asked to perform, I should discuss them with my immediate supervisor and the Executive Director.

SIGNATURE

PRINTED NAME

DATE