



MCDOWELL
SONORAN
CONSERVANCY

30 YEAR ANNIVERSARY

1991 - 2021

Title: Communications Associate
Organization, Location: McDowell Sonoran Conservancy; Scottsdale, Arizona
Position Type: Full-time
Reports To: Director of Development & Marketing
Salary Range: Salary commensurate with experience, plus competitive benefits
Application Submission Deadline: Open Until Filled

OVERALL RESPONSIBILITIES

Responsible for increasing the awareness of our organization and activities through effective, creative, and professional communication, marketing and public relations. Responsible for developing and implementing a communications plan and a marketing plan which include strategies to ensure the profile of the McDowell Sonoran Conservancy is expanded.

RESPONSIBILITIES INCLUDE

- Develop and implement a multi-year communications plan which tells our story in a compelling and engaging way.
- Develop and implement a multi-year marketing plan which delivers on our key priorities and includes creation and maintenance of a comprehensive press list and managing press releases.
- Maintain active social networking presence, determine most effective channels and expand presence. Systematize our social media postings via Hootsuite to ensure themed postings and an overall plan.
- Share marketing and communication plans with staff and volunteers to ensure we all work towards a consistent plan.
- Create and maintain volunteer teams for social media, communications, marketing and websites to engage volunteers in these key activities. Effectively partner with them to ensure we drive towards our future goals.
- Responsible for public newsletters, design brochures, advertisements, quarterly publications, posters, and any other materials related to the marketing of the Conservancy's events including content and design.
- Complete audit of marketing materials, determine what is required, manage creation of materials and printing. Create plan for distributing marketing materials around the valley and within the Preserve.
- Maintain brand standards and ensure all branded materials are stocked.
- Responsible for the vision of the public website to ensure this becomes a research resource.
- Manage updates and development of the public website to ensure consistency and quality.
- Responsible for the maintenance of our volunteer website. Define timeline and project manage the development and launch of a new volunteer website.
- Publicize all Conservancy events including Meet-Up, Arizona Republic, Mustang Library and any other marketing channels to ensure we maximize our exposure and engage underrepresented groups.
- Oversee content for public presentations to ensure our core messages are delivered in a consistent way and ensure we are engaging the audiences.
- Manage the editorial process of our quarterly publication, Mountain Lines. Consider special editions for major milestones.
- Manage weekly communications to volunteers and be an advisor for volunteer leadership for their program newsletters.

- Coordinate special projects which focus on communications, marketing, PR and social media, e.g. 30th anniversary.
- Maintain photo, video, and print archive.

Other duties, as assigned by the Development Director.

CANDIDATE QUALIFICATIONS

Essential Qualifications

- Degree in communications or related discipline;
- Three or more years of relevant experience in communications;
- OR equivalent combination of education and experience in related/applicable areas;
- Excellent writing and editing skills with the ability to synthesize complex ideas into a compelling message;
- Ability to create and maintain strong working relationships with a variety of team members, board members, and volunteers; excellent interpersonal skills;
- Ability to work both independently and collaboratively in a diverse, fast-paced environment;
- Must have the ability to multi-task and adjust to seasonal fluctuations in workload;
- A valid driver's license and access to reliable transportation;
- Ability to lift up to 30 lbs on a regular basis.

Like all staff members, the Communications Manager is expected to contribute to a culture based on respect, teamwork, and collaboration. Adaptability, creativity, and a passion for the environment and the Conservancy are a must.

HOW TO APPLY

A complete application contains the following items:

- A cover letter, not to exceed one page;
- A comprehensive resume.

Items should be saved together in a PDF (.pdf) or Word document (.doc or .docx), and saved with a file name in the following format:

LastnameCMAApplication.pdf or LastnameCMAApplication.doc or LastnameCMAApplication.docx

Complete applications should be attached to an email message and sent to jobs@mcdowellsonoran.org. Applications will not be accepted through any other means.

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The McDowell Sonoran Conservancy provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state, and local laws. The McDowell Sonoran Conservancy complies with applicable state and local laws governing non-discrimination in employment. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfers, leaves of absence, compensation, and training.