



## COMMUNICATIONS MANAGER/COORDINATOR

Mountains to Sound Greenway Trust

**Job Posting: April 2018**

**Applications will be reviewed immediately.** This position is open until filled. Priority consideration will be given to candidates who submit their applications by early May.

### POSITION SUMMARY:

The Communications Manager/Coordinator is responsible for the Mountains to Sound Greenway Trust's communications program, the goals of which are to promote the work of the Greenway Trust and its partners, broaden its audience, and deepen the engagement of supporters. The Communications Manager/Coordinator leads all aspects of communications for two brands—the Greenway brand and the Savor Snoqualmie Valley sub-brand—with a strong emphasis upon creating and curating frequent content. The Manager/Coordinator will manage and maintain all Greenway print materials and digital communications channels, working closely across the organization and community to identify important stories to share and will ensure they are published in a timely way.

The right candidate is an excellent writer and engaging storyteller, who is passionate about producing content for a conservation-focused nonprofit and connecting people to the Greenway landscape. This position is ideal for an organized, inquisitive, well-spoken individual who is accurate and efficient, and has a drive to work collaboratively. The Communications Manager/Coordinator position is a full-time position with the Greenway Trust with growth opportunities within the organization.

The Mountains to Sound Greenway Trust has a unique and influential voice that bridges differences and emphasizes common ground. As a coalition-based nonprofit, the Greenway Trust partners closely with a diverse set of government, business, nonprofit, and citizen groups from diverse arenas of business, geography, and the political spectrum. Our voice and actions reflect our values as an organization: trusted, inclusive, collaborative, positive, pragmatic, and impactful.

### RESPONSIBILITIES

#### Communications

- **Lead and manage communications for two brands.** Mountains to Sound Greenway Trust ([www.mtsgreenway.org](http://www.mtsgreenway.org)) and Savor Snoqualmie Valley ([www.savorsnoqualmievalley.org](http://www.savorsnoqualmievalley.org)), which is coordinated by the Greenway Trust.
- **Create and curate content.** Continually source content ideas from staff, partners, and the community. Write and curate content to meet a frequent publication schedule. Ensure all digital and print communications support the strategic plan, adhere to brand guidelines, and achieve initiative and program priorities.
- **Manage and produce digital and print communications.** Digital communications include e-news, social media, blog, and website; print materials include brochures, annual report, and programmatic pieces. Oversee the distribution of all print materials. Serve as the primary copy editor for the organization.
- **Represent the Greenway.** Deeply understand and be a voice for the Greenway landscape, Greenway Trust, and Savor Snoqualmie Valley. Learn about emerging issues and be able to communicate effectively about how all the pieces fit together.

- **Strengthen media relations.** Work with the media to strengthen the Greenway Trust’s reputation for thoughtful, positive leadership. Maintain strong press contacts and increase coverage of Greenway- and Savor-related stories.
- **Cross-post content.** Work closely with partner organizations to facilitate guest content on Greenway channels as well as Greenway content on their channels.
- **Serve as a brand champion and steward.** Ensure consistent branding and communications styles across all programs and platforms. Provide clear internal standards, parameters, and training for staff, volunteers, and coalition members. Refine and enforce design guidelines.
- **Track and report analytics.** Establish appropriate performance measures and ensure accountability. Track analytics and adjust the communications plan, as needed, for increased effectiveness and efficiency.
- **Attend outreach and community events.** Represent the Greenway and Savor, as needed, at events.
- **Produce talking points, messaging, and PowerPoint presentations for Greenway leaders.** Support leaders, as needed, for major speaking events.

### Other Responsibilities

- Support logistics and promotion for major public Greenway events, including Explore the Greenway Trips and key Savor Snoqualmie Valley community events and others as needed.
- Contribute to the organization-wide culture of fundraising through grant-writing, reporting to funders, etc.
- Attend and support staff team building and training events.
- Support and contribute to strategic and operational plans for the Greenway Trust and Savor.
- Other tasks as assigned.

### REQUIRED QUALIFICATIONS

- **Passion for mission.** Passion for the mission of the Greenway Trust and its values of being trusted, inclusive, collaborative, positive, pragmatic, and impactful.
- **Writing skills.** Exceptional writing skills with both short form (ex: social media), medium form (ex: blog), and long form (ex: report) communications; strong editing and proofreading skills.
- **Organization and initiative.** Strong organizational skills and personal initiative, with excellent ability to prioritize and deliver on multiple priorities, and to set and meet deliverables.
- **Teamwork.** Experience as a team player and ability to work at the community level with a wide range of individuals in a variety of settings.
- **Technology.** Excellent computer skills, including demonstrated experience with Microsoft Office, website management (WordPress preferred), and Adobe Creative Suite.

### DESIRED QUALIFICATIONS

- Bachelor’s degree in communications or related field, or work experience in communications.
- Experience working with Campaign Monitor, Salesforce, and Form Assembly.
- Proficiency in graphic design, photography, and visual imaging a plus.
- Knowledge of the regional conservation landscape, organizations, and politics.
- Proficiency in additional language(s) (written/spoken) a plus.

## **COMPENSATION**

This position will be classified and compensated depending on qualifications (expected salary range: \$42,000-\$54,000); includes excellent medical, vacation, transit, and retirement benefits.

## **WORK SCHEDULE**

Full-time position, works Monday - Friday, including occasional Saturdays and evenings.

## **WORK LOCATION**

The primary work location is at the Greenway Trust office in downtown Seattle. However, the position also requires occasional travel to sites throughout the Greenway for meetings, presentations, and events.

## **TO APPLY**

Email cover letter, resume, references, and any materials you wish to share that are related to your qualifications to: [stephanie.huck@mtsgreenway.org](mailto:stephanie.huck@mtsgreenway.org).

The Greenway Trust is committed to providing equal opportunity for all employees and applicants without regard to race, color, religion, national origin, sex, age, marital status, sexual orientation, disability, political affiliation, personal appearance, family responsibilities, matriculation or any other characteristic protected under federal, state or local law. Each person is evaluated on the basis of personal skill and merit.

## **ABOUT THE MOUNTAINS TO SOUND GREENWAY TRUST**

The Mountains to Sound Greenway Trust leads and inspires action to conserve and enhance the landscape from Seattle across the Cascade Mountains to Central Washington, ensuring a long-term balance between people and nature.

More than twenty-five years of collaboration and hard work have tested and strengthened the vision of the Mountains to Sound Greenway. We have proven to this region and the rest of the nation that collaborative conservation, by convening a broad-based and inclusive coalition of partners, can affect positive change.

Enhancing people's connections to nature drives the Greenway mission. Our coalition of community members, businesses, government agencies, and donors is joined together by the ethos that when we have meaningful connections with our natural surroundings, we are healthier and happier, our communities are stronger and more equitable; our lives are better. [www.mtsgreenway.org](http://www.mtsgreenway.org)

## **ABOUT SAVOR SNOQUALMIE VALLEY**

Savor Snoqualmie Valley is a cooperative effort to celebrate and promote the local food and farms, arts and culture, heritage, outdoor activities, and independent businesses of the Snoqualmie Valley. Savor Snoqualmie Valley is coordinated by the Mountains to Sound Greenway Trust in partnership with government, business, and community leaders from across the Snoqualmie Valley.

[www.savorsnoqualmievalley.org](http://www.savorsnoqualmievalley.org)