



Job Title: **Communications Director**

Reports to: Science & Executive Director

Status: Permanent, Full-Time Position, 40 hours per workweek

Location: Homer, Alaska

To apply: Please send a cover letter, resume, and contact information for 3 references to keeper@inletkeeper.org. The position is open until filled.

Position Description:

Cook Inletkeeper seeks an individual who understands and thrives in the growing complexity of today's information systems and who wants to build strong, local communities by working on climate justice, wild salmon and clean water programs.

The Communications Director will be responsible for the following:

- creating forward-thinking communication strategies that mobilize broad support for Cook Inletkeeper's mission and goals around climate, energy, water quality, fish habitat and local foods;
- coordinating staff efforts to increase digital presence, power and reach through social media, biweekly electronic newsletters and website; and amplify stories, campaigns and victories through quarterly newsletters, creative projects and traditional media platforms;
- analyzing current communication efforts and results using quantitative measures to identify areas for improvement and opportunity;
- developing a strategic communications master plan based on an understanding of Inletkeeper's goals, who the stakeholders and target audiences are, the most effective channels to use and how to measure impact;
- overseeing Inletkeeper's website re-design and branding;
- organizing and helping lead communications trainings with staff, board and supporters;
- maintaining productive relationships with a broad range of partners, media contacts, volunteers, stakeholders and supporters; and
- performing other duties as may be necessary to fulfill the goals and objectives of Inletkeeper.

The ideal candidate will be:

- familiar with traditional and social media platforms and public relations best practices;

- highly skilled in social media strategies and tactics and be able to use social media platforms' analytics tools;
- experienced in communication campaign planning, implementation and management;
- strong in project management and organizational skills;
- experienced using WordPress and Adobe Creative Cloud with graphic design and video editing skills helpful;
- knowledgeable about Alaska conservation, environmental, energy and climate issues;
- a creative thinker who is willing to take initiative;
- committed to social and environmental justice; and
- enthusiastic about an organizational culture and structure that fosters collaboration, communication, equity and trust.