

The Communications Manager is a storyteller who will lead the organization's communications. You don’t just create beautiful content; whether digital or print you’re excited to adapt Shenandoah National Park’s story for different audiences, features, and platforms.The Communications Manager will develop and implement internal and external communications for the organization to ensure that unified, consistent, and positive messages define and promote the corporate identity, mission, and impact.

This position reports to the Executive Director but works cross-departmentally, collaborating on the development and execution of inspiring and engaging story-driven content. Working with the development team to create integrated messaging strategies across multiple channels that lead to higher levels of donor engagement.

**Roles and Responsibilities**

* Work with the Executive Director to develop and apply an equity lens to all of the Trust’s communications.
* Co-create and execute a data driven, multi-channel communications plan, campaigns, and strategies for all stakeholders to ensure that interactions with the Trust are of the highest quality.
* Develop, contribute to, and manage content calendar for all communications.
* Website management: Ensure website messaging is updated and mission and vision are clearly communicated, and drive conversions. Implement website changes as they relate to fundraising needs and overall communications strategies. Ensure SEO/SEM & Web Optimization.
* Content development, producing, and distributing – content includes, but is not limited to: emails, program collateral, website copy, landing pages, blog posts, e-newsletters, field guides, annual report, newsletters, white papers, press releases, presentations, videos, webinars, social media, etc.
* Responsible for developing, creating, and managing a digital messaging strategy that drives stakeholders to our website and leads to conversions.
* Collaborate with development team to create and execute the Trust’s digital fundraising campaigns, to include email appeals and engagement, Short Message Service (SMS), and social media fundraising messaging, Geo Fencing, ad-retargeting.
* Work with the development team to create customized donor content that achieves high conversion, retention, and acquisition to move supporters through the donor journey.
* Responsible for writing, producing, and distributing content (digital and print) that increases sales for our license plates.
* Maintains a deep understanding of the Trust’s strategies, programs, and funding goals.
* Collaborate, develop, and create engaging virtual programs that tell our story/the story of the Park for our stakeholders.
* Ensure sponsorship benefits around communications of our partners are executed.
* Write press releases, serve as media point of contact, cultivate relationships with media outlets, secure local and national coverage of the Trust’s work
* Provide communications support for in-person and virtual events.
* Guide selection and design of items for branded merchandise, including for special events.
* Stay on top of trends in the field; identify and recommend new strategies and platforms to enhance the impact of Trust ’s marketing and communications efforts.
* Liaison to NPS communications team.

**YOU MUST HAVE…**

* 3-5 years of experience in communications, branding, marketing and/or donor communicators.
* A portfolio of print and social media work that you are proud of because it is engaging, audience-focused and thoughtfully-made– ideas that you generated and had a significant role in executing.
* A willingness to throw yourself deep into the role; not just strategy/channel management, but a love for creating content and coming up with ideas.
* Strong creative and communication skills (in writing and video content).
* Interest in donor insights and passion for keeping the audience at the core of your decision making.
* Ability to juggle multiple tasks and adapt quickly to new situations.
* Strong work ethic, intellectual curiosity, and commitment to continuous improvement.
* Self-starter with heart and hustle.
* Flexibility to work weekends and travel to Shenandoah National Park, and surrounding communities.

**YOU’LL BE SUCCESSFUL IF...**

**You understand the value of our supporters.** You make everyone feel special. You’re able to get anyone excited about what we do and make their experience with us unique. You’re inviting, discerning and thoughtful.

**You get things done.** You follow through on every request, no matter how big or small. You keep your cool under pressure and know how to prioritize your responsibilities. And when you need help, you're not afraid to ask.

**You are Passionate about Shenandoah National Park and the idea of Public lands.** You take your responsibilities seriously; the success of this role is critical to the Trust’s growth.

This position can be based around Shenandoah National Park. The Trust’s HQ is in Charlottesville. Flexible work schedule will be considered.

Salary: $45,000-$55,000, with competitive benefits (health insurance, 4-weeks PTO, 401k with employer match, 12 paid holidays, staff hikes, and a Shenandoah National Park pass.)

Equal Opportunity Employer: The Trust does not discriminate against employees or applicants for employment based upon race, color, ethnicity, religion, creed, national origin, cultural background, age, gender, gender identity, sexual orientation, disability, military service, or any other basis prohibited by state law relating to discrimination in employment.

Professionals who are interested in joining the Trust team should submit a letter of interest and professional resume by email with the subject line: Communications Managerto Chelsea Murray Cmurray@snptrust.org. Please no phone calls. Position open until August 15, 2022.