



Cascadia Wildlands Seeks a Two-Year Communications Fellow

Location: Based in Eugene, Oregon

Full time — \$50,000/year

Benefits: health, vision, and dental insurance, generous paid time off, flexible schedule

Priority application date: May 24, 2023, open until filled

Start date: July 3, 2023

ABOUT CASCADIA WILDLANDS

Cascadia Wildlands is a 25-year-old, non-profit conservation organization working to defend and restore Cascadia's wild ecosystems in the forests, in the courts, and in the streets. We envision vast old-growth forests, rivers full of wild salmon, wolves howling in the backcountry, a stable climate, and vibrant communities sustained by the unique landscapes of the Cascadia bioregion. Over 12,000 members and supporters across the country help sustain our organization and movement for change.

The primary strategies we employ to achieve our conservation goals are grassroots organizing, policy development and reform and litigation. Recent successes include helping create the 30,500-acre Devil's Staircase Wilderness in the Oregon Coast Range; stopping plans to privatize the 93,000-acre Elliott State Forest; halting the proposal to build the 230-mile Pacific Connector Pipeline and Jordan Cove LNG Project in southern Oregon; cancelling reckless, proposed timber sales on state and federally managed public land; and helping facilitate the recovery of the gray wolf and other species across the Pacific West.

Cascadia Wildlands is a community-based organization, and we place huge emphasis on the well-being of our employees, our relationships with the community, and our role in the greater environmental movement. We vociferously oppose discrimination against any person based on their background, place of origin, ethnicity, race, gender, ability, sexual orientation, religion, and belief or non-belief systems. We believe that Cascadia, and nature as a whole, is for everyone. In pursuit of our mission, we work with a broad range of individuals and organizations. This is our shared strength. We recognize that confronting social injustice is essential to achieving our mission, as well as being a moral imperative in its own right.

COMMUNICATIONS FELLOWSHIP

The Communications Fellow will be Cascadia Wildlands' first dedicated communications staffer, and we are excited to have this person help take our communications to the next level. This person will not only help us communicate about our work to our existing supporters and the general public but help us grow our base and expand support for our movement for change. Primarily, the Communications Fellow will coordinate use of Cascadia Wildlands' social media, video and traditional media platforms to create and publish program, marketing, editorial and fundraising content across all channels. The ideal candidate will have strong aesthetic instincts for digital layouts and publishing, an exceptional eye for detail, and a keen understanding of major social media platforms.

Our desired candidate will also bring fresh and inspiring ideas on how to elevate the visibility of our issues in existing and new channels and grow our following to better affect the change we seek.

This person must be well-organized and supportive of Cascadia Wildlands' mission and vision and should also be flexible, responsive, adaptable, and able to show grace to themselves and others as we learn and grow together.

COMMUNICATIONS FELLOW PRIMARY DUTIES

- ✓ Maintain a social media calendar and annual outreach action plan, and track social media metrics and analytics to inform said plan
- ✓ In coordination with program staff, develop messaging and post content consistently across social media channels, including Facebook, Instagram, Twitter, with potential expansion into other platforms
- ✓ Grow our following on various social media channels through new strategies to meet monthly and annual objectives
- ✓ Ensure social media posts and website are accessible to various audiences (including post descriptions, land acknowledgements and other accessibility tools)
- ✓ Establish presence on new digital platforms as appropriate
- ✓ Capture campaign photos and video in the field to build archive and for special projects
- ✓ Create short videos for website and social media campaigns
- ✓ Create social media tool kits for campaign and coalition efforts
- ✓ Amplify partner organizations in coalition work and elevate social justice issues across platforms
- ✓ Organize and maintain digital library of photos and video
- ✓ Network with other communications colleagues at partner organizations to share and gain knowledge
- ✓ Disseminate press releases and pitch stories to media outlets in coordination with program staff
- ✓ Update and maintain press contact list
- ✓ Collect all Cascadia Wildlands press clips for archive and coordinate with Design and Events Director to post on website

- ✓ Collaborate with the Design and Events Director to maintain brand consistency while working to grow the brand

Candidates must have:

- ✓ A passion for wild places, wildlife, and grassroots movements for change
- ✓ A firm commitment to public interest advocacy and environmental justice and building a more diverse, equitable and inclusive environment in the office and in the larger conservation community
- ✓ An ability to form meaningful relationships with diverse constituencies
- ✓ A commitment to building organizational camaraderie by creating personal connections with supporters, community members, and supporting fellow staffers in their work
- ✓ An understanding of the principles of Justice, Equity, Diversity and Inclusion and a willingness to continue to learn and grow
- ✓ Emotional intelligence and willingness to communication needs and concerns
- ✓ Readiness to work in a collaborative team environment, with an emphasis on learning and group accountability

QUALIFICATIONS

The Communications Fellow must have excellent organizational, communication and interpersonal skills as well as an ability to prioritize tasks in a dynamic, campaign-heavy setting. Qualified candidates will be able to demonstrate the following:

Baseline qualifications

- ✓ Excellent writing, editing, communication and design skills
- ✓ Fluency in creating memes and graphics for social media
- ✓ Experience in servicing Facebook, Instagram, Twitter, YouTube, Vimeo and other social media platforms, and knowledge of evolving best practices to maximize views and engagement
- ✓ Photography, videography and editing skills
- ✓ Strong understanding of Mac/PC operating systems and computer software, including MS Office and Canva or others for the creation of social media graphics
- ✓ Firm understanding of best practices for making communications – particularly on social media – accessible to diverse audiences (e.g. gender neutral language, written description of images, captioning on videos, land acknowledgements, etc.)

Preferred qualifications

- Knowledge about Pacific Northwest ecology and environmental threats and an ability to translate complex issues into simple concepts
- Prior internship or job focused on social media communications
- Valid driver's license
- Spanish fluency

Physical demands

- Ability to hike off-trail, in adverse weather conditions, and on steep terrain carrying gear for photography and videography projects

SALARY AND BENEFITS

- \$50,000/year, two-year commitment with the potential for the position to become permanent
- Health, vision, and dental benefits, generous vacation and sick time, flexible schedule
- We currently employ a hybrid work model, with employees working some days in the Eugene, OR office and some days remote. Full time at the office is available if desired.
- Tight-knit staff, board and volunteer action team

APPLICATION PROCEDURE AND START DATE

We will review applications on a rolling basis. The priority application date is May 24th, 2023, and we will accept applications until the position is filled. Candidates are encouraged to apply as soon as possible. Our preferred start date is July 3, 2023.

Email a cover letter, resume with references, and a relevant writing sample, including sample social media posts (no longer than 10 pages total) as a **single .pdf file** to apply@caswild.org with “Communications Fellow” in the email subject. *Given our small staff and workload, only those applicants selected for interviews will be contacted.* Thank you for your time and interest in working with Cascadia Wildlands.

A note to applicants: Studies have shown that women, trans, non-binary, BIPOC, and other candidates from most-impacted communities are less likely to apply for jobs unless they believe they meet every single one of the qualifications as described in a job description. We are committed to building a diverse and inclusive organization, and we are most interested in finding the best candidate for the job. That candidate may be one who comes from a background less traditional to our field of work, and that’s welcome. We would strongly encourage you to apply, even if you don't believe you meet every one of the qualifications described.