



Cascadia Wildlands Seeks a Two-Year Communications Fellow

Location: Based in Eugene, Oregon

Full time — \$60,000/year

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

Priority application date: May 19, 2025, open until filled

Start date: July 7-14, 2025

COMMUNICATIONS FELLOWSHIP

The Communications Fellow is Cascadia Wildlands' dedicated communications staffer. The Fellow will both help us communicate our work to our existing supporters and the general public, and help us 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 and press best practices. Applicants should note that a website and branding overhaul is currently underway and is scheduled to be completed by this position's estimated start date. The candidate will implement this new brand throughout their fellowship term.

Our desired candidate will also bring fresh and inspiring ideas on how to elevate the visibility of our issues in existing and new ways to grow our following and 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.

ABOUT CASCADIA WILDLANDS

Cascadia Wildlands is a 26-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.

COMMUNICATIONS FELLOW PRIMARY DUTIES

Social Media

- 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 especially to Instagram and Facebook. Maintain presence on BlueSky and YouTube, with potential expansion into other extant or emerging platforms as necessary.
- Grow our following on various social media channels through new strategies to meet monthly and annual objectives.
- Create short videos/reels for website and social media campaigns Utilize accessibility tools and best practices to ensure accessibility of all communications
- Create social media toolkits for campaign and coalition efforts
- Narrate and be the face of videos on social media and web platforms as necessary
- Partner with allied organizations, with an emphasis on historically marginalized communities, on social media campaigns where appropriate
- Amplify partner organizations in coalition work and elevate social justice issues across platforms

Website

- Maintain a website that is both compatible on desktop and mobile devices
- Maintain an SEO strategy
- Ensure branding is consistent throughout Website
- Ensure webpages are evergreen and relevant
- Create and maintain Google Ads campaign following new website launch
- Update pages and posts on Wordpress
- Utilize Catchafire to conduct a yearly website audit; conduct necessary website updates or hire a contractor as needed

Publications — EveryAction, E-News, Cascadia Review

- Coordinate and send email campaigns to our supporter base for our legal and conservation teams. This includes formatting language into our EveryAction software and creating a relevant website landing post for each action.
- Oversee production and dissemination of monthly e-news via EveryAction
- Coordinate with the Development Associate on the bi-annual publication of the Cascadia Review. This includes planning out and assigning relevant articles to staff, copy editing the text, and assisting with locating photography.

Press and More

- Disseminate press releases and pitch stories to media outlets in coordination with program staff
- Update and maintain press contact list
- Participate in collaborative communications campaigns with other non-profits and coalitions
- Organize and maintain digital library of photos and video
- Capture campaign photos and video in the field
- Coordinate with contractors as appropriate for website updates, graphic creation, photography, videography, and more
- Provide copyediting support for the development team
- Collect all Cascadia Wildlands press clips for archive
- Manage contractors for various branding and communications materials
- Ensure that the brand guidelines are being followed by staff across the organization, update the brand guide as necessary

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:

- 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 and a passion for the principles of Justice, Equity, Diversity and Inclusion and a willingness to continue to learn and grow
- Strong emotional intelligence and willingness to communicate needs and concerns
- Readiness to work in a collaborative team environment, with an emphasis on learning and group accountability
- A self-driven attitude and mindset

Baseline skills:

- Excellent writing, editing, communication and design skills
- Experience with digital communications strategy, implementation, and management
- Experience with WordPress
- Strong project management skills, including attention to detail and time management
- Fluency in creating memes, graphics, and videos for social media

- Experience in servicing Facebook, Instagram, YouTube, 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, Google Suite, Adobe Suite, 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, and acknowledgements, etc.)
- Experience with traditional press outreach (pitching and relationship building with journalists)

Preferred skills:

- 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 and/or non-profit communications
- Valid driver's license
- Spanish fluency
- Search Engine Optimization (SEO) knowledge and experience

Physical demands

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

***** NOTE TO APPLICANTS *****

We are in the final stages of a rebranding process and website overhaul. The new website will launch before this position's start date. The new hire will maintain the new site and ensure the new branding is utilized.

SALARY AND BENEFITS

- \$60,000/year, two-year commitment with the potential for the position to become permanent
- \$50/month phone stipend
- 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 deadline is May 19, 2025, applications are accepted until the position is filled. Candidates are encouraged to apply as soon as possible. Our preferred start date is between July 7 and July 14, 2025.

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@cascwild.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.

More about Cascadia Wildlands:

The primary strategies we employ to achieve our conservation goals are grassroots organizing, policy reform and creation, and litigation. Our successes include cancelling reckless timber sales on state and federally managed public land; 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; and helping facilitate the recovery of the gray wolf and other imperiled 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.