Golden Gate Audubon Society
Job Announcement for Communications Manager

Position Title: Communications Manager
Employee Payroll Status: Part-time Regular (32 hours/week)
Location: Berkeley
Reports to: Executive Director

The Golden Gate Audubon Society (GGAS) seeks a dynamic Communications Manager to be our voice in engaging all San Francisco Bay Area communities to experience the wonder of birds, and to translate that wonder into actions that protect native bird populations and their habitats.

We connect people of all ages and cultures with birds, the natural world, and each other to conserve and restore our shared, local environment. GGAS has over 7,000 members in San Francisco and the East Bay, an active Board of Directors, and a staff of six who mobilize over 2,000 volunteers each year.

Engaging, inclusive, and community-focused communications are key to our internal and external effectiveness and we seek a Communications Manager to be that voice.

The Position

As Communications Manager, you will:

- Develop and execute a communications strategy aligned with GGAS’s Strategic Plan, which includes a focus on including and serving all members of the Bay Area community.
- Represent the public voice of GGAS via our print and digital communications, including the website, newsletters, blog, social media, and member communications.
- Manage and produce print and digital publications.
- Manage member communications, including annual membership drive.
- Strategize and implement press outreach to promote GGAS and its initiatives, including advocacy campaigns.
- Support the Executive Director in crafting development communications such as year-end appeal letters and the Annual Report.
- Promote GGAS programs such as field trips, birding classes, and the Christmas Bird Count.
- Manage relationships with relevant vendors (printers, graphic design etc.).
- Monitor and report on efficacy of communications through analytics.
- Recruit and supervise communications volunteers.
Ideal Qualifications

- Passion for translating the wonder of the natural world into lasting engagement and conservation action.
- Two years of experience in communications (preferably for a public advocacy non-profit organization) and a Bachelor’s or Associate’s degree, or a combination of education and experience that has led to a comparable set of skills.
- Strong verbal, writing, and editing skills, including the ability to craft messages to diverse various audiences conveying the GGAS voice and brand.
- Ability to translate scientific or legal matters into plain language.
- Ability to craft and carry out a communications campaign plan, including communication with diverse and minority audiences.
- Experience writing press releases and working with the media.
- Experience with social media (Facebook, Twitter, Instagram, and others as they arise).
- Experience with Wordpress or a comparable content management system.
- Experience with email marketing programs such as MailChimp or Vertical Response.
- Ability to handle multiple tasks simultaneously and flexibly.

Additional Desirable Qualifications

- Knowledge of local birds, wildlife, or conservation issues is a plus but not essential. (If you’re not already knowledgeable about Bay Area birds, you will learn a lot quickly!)
- Spanish language proficiency is a plus but not essential.
- Photoshop and graphic design skills are a plus but not essential.
- Experience with relational databases like Neon is a plus but not essential.

Compensation and Benefits

We offer a salary that is commensurate with experience. This position includes health and dental insurance and retirement benefits (SEP IRA).

Golden Gate Audubon is committed to fostering an environment that welcomes and embraces diversity and does not discriminate on the basis of race, color, creed, religion, national origin, sex (including pregnancy and parenting status), disability, age, veteran status, sexual orientation, gender identity or expression, or marital status in our programs or activities. People of all backgrounds are strongly encouraged to apply.

To Apply: Send cover letter, resume, and three writing samples to communicationsmanager@goldengateaudubon.org.