Communications Manager

Job Description

Summary of Position
The Communications Manager is responsible for communicating the impact of Evergreen’s work as a part of the Membership and Development team. The Communications Manager will work closely with Development Director to build and implement the annual communications plan, create content and manage a multi-channel communications calendar to support fundraising and marketing objectives and to build the stoke for Evergreen. This is a mid-level position with the possibility of growth in hours and responsibilities in future years.

Ideal Candidate
The ideal candidate needs to be passionate about Evergreen’s mission and vision to make Washington State the best place to ride. We are looking for a skilled storyteller with experience in developing newsletters, creating engaging social media content, building relationships with influencers and external media sources, skilled in developing digital and printed marketing collateral, and able to manage multiple projects at once. Successful candidates must love to ride and get their hands dirty, thrive in a fast-paced environment with tight deadlines, work collaboratively, and possess excellent written, multimedia, and oral communication skills.

Key Responsibilities:
Working under the guidance of the Development Director and in partnership with the Development Team, the Communication Manager serves as the primary communications producer for the organization. This position will regularly work with staff, chapter leadership, volunteers, Evergreen members, supporters, sponsors, and the mountain bike community at large to share the impact of Evergreen’s work.

Storytelling
- Create engaging social media content to highlight our impact, promote advocacy, support fundraising, promote our programs, support our chapters, generate volunteers, and build stoke.
- Maintain and update content on the Evergreen website.
- Plan, write and build bi-monthly statewide e-newsletters.
- Write and edit blog posts highlighting program impacts, advocacy needs, sponsor highlights and chapter accomplishments for statewide and chapter digital distribution.
- Maintain asset library, sourcing and producing images or graphics in various publication forms.
- Update and create printed marketing collateral for use at events or distribution.

Communications Coordination
- Build, and implement an annual communications plan including a multi-channel content calendar to ensure critical deadlines are met.
- Monitor all Evergreen social media channels and act as the primary statewide voice of Evergreen to engage followers, answer questions or provide information. Create, schedule, and locate relevant social media posts for our platforms.
- Author or edit blog posts, press releases, action alerts, or other articles for distribution as needed.
- Facilitate publication of monthly chapter newsletters.
- Manage and edit media (articles, photos, video) submitted by volunteer contributors.
- Respond or delegate responses to general questions received via email, website, or social media inquiries.
- Develop and facilitate email marketing campaigns for all program areas (education, trails, events).
Development Support

- Assist in the development and implementation of communications for all fundraising campaigns.
- Maintain and update automated email responses for donations and membership thank you letters and renewal reminders.
- Monitor and report on open rates and click-through of email campaigns
- Coordinate development of graphics for digital and print distribution.
- Participate in IRL and virtual events, trailhead tabling, group rides or community events as needed.
- Assist in overseeing consultants used to produce Evergreen’s promotional materials, inventory, and event gear.

Qualifications

- BA Degree, preferably in Communications, Journalism or Marketing
- two years of professional writing experience writing articles, building newsletters, copy editing and creating written content for digital or print publication.
- Professional experience creating email marketing campaigns, including list segmentation, personalization, and results tracking.
- Be an active and skilled social media user and content producer, familiar with social media management software.
- Direct experience with website content management (coding skills not required).
- Ability to create basic graphics using online tools (Canva) or higher-level design programs (Adobe Suite).
- A personal connection to mountain biking, understanding of the culture, challenges and benefits of the sport and the community.
- Reliable personal transportation for travel to office and trailhead or chapter locations.

Skills:
- Demonstrated communication and excellent customer service skills.
- Proficiency with Microsoft Office suite and Google Drive/Apps.
- Familiarity with HTML.
- Familiar with graphic design tools such as Canva or Adobe Creative Suite.
- Capable of remote work with proficiency in teamwork tools such as Video Meetings (all types), Google Suite and shared workspace technologies.
- Organized with an attention to detail.

All Evergreen staff are expected to be informed and respectful advocates for the MTB community when representing Evergreen at community meetings, work parties and industry events. Each team member is expected to maintain a high level of professionalism and share their love for mountain biking while working closely with other staff, chapters, members and volunteers.

As a lean non-profit organization with a small team, additional duties may be assigned beyond what is listed above according to the organization’s needs. Hours are flexible with occasional evening and weekend work.

Evergreen’s Commitment to Diversity and Equity

Evergreen is committed to assembling a diverse and talented staff. Evergreen does not discriminate based on race, color, creed, religion, national origin, sex, disability, age, veteran status, sexual orientation, gender identity or expression, or marital status. Women, LGBTQIA+ and BIPOC individuals are strongly encouraged to apply. Please visit our website HERE to learn more about Evergreen’s commitment to diversity, equity and inclusion.

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<tr>
<th>Reports to</th>
<th>Development Director</th>
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<td>Job Locations</td>
<td>Remote (located within two hrs. of North Bend), occasional travel to the North Bend office, and other locations across the state will be required.</td>
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<td>Hours/classification</td>
<td>Part-time, 30 hours a week (.75 FTE). Non-Exempt (hourly).</td>
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<td>Compensation</td>
<td>$23 - $27 per hour depending on qualifications and experience.</td>
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<td>Benefits</td>
<td>Flexible work schedule, paid time off (PTO) (vacation, sick), holiday pay, medical and communication stipend, 401k plan.</td>
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To Apply

Please submit a resume and cover letter to the link below. In your cover letter, please describe how your experience, interests, and values fit the position. This position is open until filled. Candidates will be considered as they apply.

Click here to apply via google form – Application.

ABOUT EVERGREEN

Evergreen Mountain Bike Alliance, a 501(c)(3) nonprofit, is the nation’s largest statewide mountain bike association, powered by thousands of riders statewide through eight regional chapters. Evergreen is committed to sustainable recreation, trail maintenance, advocacy, education, volunteerism, and trail building. We are an important partner to public land managers, contributing over 30,000 hours of volunteer labor each year.