



**GLACIER-  
TWO MEDICINE**  
ALLIANCE

## JOB DESCRIPTION

**Title:** Communications Specialist

**Location:** East Glacier Park, preferred; hybrid within two hours considered.

**Duration:** Full Time. Exempt. Benefits.

**Reports to:** Executive Director

### **Position Summary:**

The Communications Specialist leads GTMA's communications and marketing efforts to engage and grow our supporter base, strategically advance our campaigns and support fundraising necessary to protect, connect and steward the lands and wildlife of the Badger-Two Medicine and surrounding Crown of the Continent ecosystem. The position, in collaboration with the executive director and other program staff, will develop strategy and messaging for the organization as well as for specific campaigns and fundraising. The Communications Specialist will then create, or coordinate, written, visual or audio content for dissemination through various platforms, including print, social media, website, traditional media, non-traditional media, and via partners, with a strong emphasis on visual communications and storytelling. The Communications Specialist will also help coordinate media coverage and earned media stories that advance campaigns.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

#### **Communications and Outreach – (~75%)**

##### Strategy, Messaging, and Brand

- Work closely with GTMA staff to develop robust, integrated communications and marketing strategies and messaging to advance GTMA's mission, campaigns, and fundraising.
- Help develop a strong, positive brand identity that incorporates our values and core commitments, and ensures consistency of brand across materials, platforms, and channels.
- Track and report on communications performance, and identify practices or technologies to improve effectiveness.

##### Writing and Content Development

- Develop, often in collaboration with other staff, original written, visual, or digital content for email marketing, social media, blog posts, website, printed newsletters, annual reports, brochures, traditional media, or other longer form, content-rich storytelling projects, including written, visual or audio formats.
- Design and disseminate marketing materials for events, programs, or retail.

- Take and edit photo, video, or audio content for various communication projects and materials.
- Manage our digital assets for easy use in communications and promotional materials.
- Coordinate contractors for more substantial projects, as needed or desired.

### Manage Communications

- Schedule and maintain GTMA's communications calendar across all channels, and work with staff to schedule and develop communication campaigns that advance programmatic goals throughout the year.
- Manage and develop GTMA's email marketing capabilities and help grow subscriber numbers; maintain the email marketing database and monitor compliance.
- Manage and grow GTMA's social media presence and online community, including on existing and new channels.
- Coordinate website updates and SEO with our web designer.
- Manage periodic mailings to our membership list.
- Manage audio and visual equipment needs to enhance GTMA's communications capabilities, or support virtual or hybrid events or meetings.

### Media Relations

- Coordinate media relations, including managing media contacts or press inquiries, and develop relationships with reporters and media outlets.
- Lead or assist with creating, editing and disseminating materials to the media, such as press releases or statements, and coordinating press calls or events.
- Work with executive director, staff, partners or community members to write, edit, and place op/eds, letters to the editor or other earned media stories to advance campaigns.
- Maintain archive of news coverage.

## **Development and Outreach Support – (~25%)**

### Development

- Assist the executive director with developing fundraising appeals or donor acknowledgements, including written mailings or digital materials.
- Coordinate fundraising mailings.
- Assist with developing or expanding donor stewardship practices and fundraising materials to better inform and inspire donors, including greater utilization of visual storytelling.

### Outreach

- Periodically assist with community outreach by representing GTMA at public gatherings or community events.

- Work with executive director to identify and schedule opportunities for him, or other staff, speak or participate in external events that offer strategic exposure to GTMA or our campaigns.

#### Other Duties

- Carry out additional duties as assigned or necessary.

#### Minimum Qualifications

- A clear commitment to, and enthusiasm for, GTMA's mission, vision, values and commitments (you can find these on our website).
- A Bachelor's degree or higher in a relevant field of study (alternative paths to similar qualifications will be fully considered).
- Two years of professional experience in strategic communications or outreach work, preferably related to public lands or wildlife conservation or natural resource policy or science communication.

#### Preferred Skills, Knowledge and Experience

- Excellent written and visual communication skills, including strong storytelling ability and capacity to translate policy and science into everyday language.
- Experience in message development, as well as designing and disseminating various communication materials for different audiences and purposes, including advocacy, education, and fundraising.
- Creative and strategic thinker and communicator who can design effective, integrated communication campaigns to advance programmatic and organizational goals.
- Working fluency with the modern communications toolkit: email marketing platforms (e.g., MailChimp), social media management, basic graphic design (e.g. Canva, Adobe Creative Suite etc.), and Google Workspace.
- Experience with digital photography, videography, or audio recordings, including editing.
- Solid interpersonal skills along with experience working effectively on small teams and inter-organizational collaborations.
- Efficient and disciplined self-starter with a strong sense of personal accountability to manage multiple, complex projects to completion without close, daily supervision.
- Knowledgeable about the ecology, wildlife and human communities, including Indigenous and non-Indigenous communities, in the Crown of the Continent ecosystem.
- Awareness of Montana's political landscape, especially as it pertains to conservation issues and policies.

#### Position Requirements

The position is based at GTMA's office in East Glacier Park (though work from home within two hour drive (~100 miles) with willingness to regularly commute to East Glacier will be considered).

The position requires regular time at the office, out in the local community, and in undeveloped wild land settings. Regular local travel required. Infrequent out-of-area travel or overnight trips possible. The successful candidate must have a valid driver's license and a personal vehicle that is in good, running order. Mileage is reimbursed at GTMA's annual rate, with per diem provided for overnight travel in accordance with GTMA's Travel Policy. Some evening and weekend work required, especially May to September. The successful candidate must be able and willing to also travel and work in a wilderness environment.

### **Physical Demands**

The work predominantly occurs in an office setting working on screens. The employee may be required to sit or stand for extended periods of time. Daily physical tasks frequently include the ability to talk with other people one-on-one or in group settings, make phone calls, attend video meetings, type, operate a computer, camera or other similar equipment. Time spent at events or in the community requires the ability to work and communicate in loud or busy settings. The employee must be able to climb stairs, squat, crouch, crawl or lift and/or move items often weighing in excess of 25 lbs. repeatedly. The employee must be able to walk for extended periods of time on non-improved surfaces while carrying a backpack weighing in excess of 20 lbs.

### **Compensation and Benefits**

The position is compensated at a salary of \$55,000 - \$62,000, depending on experience and qualifications. Raises may be awarded periodically based on merit, cost of living adjustment, or other considerations. A competitive benefits package is provided, including medical and dental coverage, employer-matched Simple IRA retirement plan, generous paid time off (vacation, sick and holiday), monthly cell phone stipend, plus some occasional telework and non-traditional hours flexibility.

### **About Glacier-Two Medicine Alliance**

GTMA is a community-based, grassroots conservation organization dedicated to the protection and stewardship of the lands, waters and wildlife of the Badger-Two Medicine and surrounding Crown of the Continent ecosystem. Through science-based advocacy, on-the-ground conservation stewardship projects, education, and support for Indigenous-led conservation initiatives, we work to ensure wild places, wildlife, and human communities can thrive in the central Crown of the Continent for generations to come. GTMA is based on the Blackfeet Reservation in East Glacier Park, Montana. Learn more at [www.GlacierTwoMedicine.org](http://www.GlacierTwoMedicine.org).

Glacier-Two Medicine Alliance is an equal opportunity employer who does not discriminate on the basis of race, color, religion, creed, gender, gender expression, sexual orientation, age, national origin, disability status, military status, or any other characteristic protected by federal, state or local laws. We are committed to providing an inclusive and welcoming environment for all members of our staff, supporters, volunteers, contractors, and vendors.