

Communications Specialist



Position Title: Communications Specialist
Reports to: Equity & Engagement Manager
Location: Oregon-based, remote work
Status: Part-time, hourly 6-month trial
Compensation: \$16-\$20 per hour, up to 8 hours per week

ABOUT TRAILKEEPERS OF OREGON

Founded in 2007, Trailkeepers of Oregon (TKO) is a non-profit organization whose mission is to protect and enhance the Oregon hiking experience through advocacy, stewardship, outreach, and education. TKO staff and volunteers build, restore, and maintain hiking trails across the state; are actively committed to promoting hikers' interests in Oregon; and promote hiking as an activity that encourages healthy Oregonians and fosters the conservation of public lands.

ABOUT THE POSITION

Trailkeepers of Oregon (TKO) is seeking a limited-hours, part-time staff person to provide social media and email marketing services to support our digital outreach efforts. An ideal candidate is entering a career in communications and seeking to add nonprofit experience to their portfolio. The selected Communications Specialist will play a crucial role in developing and executing social media and email marketing strategies to increase community engagement and awareness of TKO's stewardship, engagement, and fundraising initiatives.

TKO offers competitive compensation commensurate with the candidate's skills, experience, and location. TKO has also recently implemented a new compensation program to ensure salary equity internally and within the Oregon nonprofit sector. Starting out in a limited-hours trial for 6 months, TKO intends to grow the amount of responsibilities with additional hours in 2025 as funding allows.

GENERAL RESPONSIBILITIES

- Support TKO leadership in facilitating a communications plan for weekly, monthly, and seasonal content.
- Source blurb/photo content from TKO staff and volunteers as they post regularly to internal communication channels.
- Create a social media and email marketing calendar for August 2024-January 2025 for all of TKO's public-facing communications. Channels currently in use are:
 - MailChimp = post 2 digital newsletters monthly, single page, 6-8 content blurbs/photos with links

- Instagram/Facebook = post at least 4-8 social posts weekly, 1-4 blurbs/photos
- Implement a communications plan directed by the fundraising team November-December 2024 end-of-year fundraising campaign. Each week highlights a specific region/program with in-depth storytelling. Components include:
 - Website = 8-9 webpages, 6-8 content blurbs/photos with links
 - MailChimp = 1-2 newsletter campaigns weekly, single page, 2-4 content blurbs/photos with links
 - Instagram/Facebook = 7-12 social posts weekly, 1-4 blurbs/photos
- Support the TKO Communications Committee monthly meeting to integrate donor cultivation and program support for organizational communications.
- Support TKO staff in creating content and media that adhere to TKO's branding guidelines.
- Coordinate with TKO staff to align outreach efforts with organizational needs and objectives.
- Utilize data analytics to assess the effectiveness of outreach strategies and provide recommendations for messaging updates.

DESIRED QUALIFICATIONS

- Demonstrated ability to work with people of diverse races, ages, genders, sexual orientations, abilities, and economic backgrounds.
- Passion for TKO's mission, vision, and values to protect and enhance Oregon's outdoor places.
- Proficiency in developing communications strategies and digital content for web, email, and social media platforms.
- Experience using data analytics to evaluate brand engagement and impact.
- High levels of initiative, creativity, and the ability to work independently with limited supervision.
- Excellent interpersonal and communication skills with meticulous attention to detail and accuracy in data entry and writing.

EDUCATION AND EXPERIENCE

Formal education is not required for this role. However, a strongly aligned skillset is. Please take care to write a resume and letter of interest that concisely explains your experience and why you're right for this role.

Studies show that women and people of color are less likely to apply for jobs unless they believe they meet every qualification listed in a job description. TKO values lived experience and we are dedicated to embracing diversity. If this role sounds exciting to you, we want to hear from you!

STEPS TO APPLY

Include the following in the Google Form link below:

- Resume - please include professional, educational, and volunteer experience
- List of at least 3 professional &/or volunteer references
- Up to 2-Page Letter of Interest, please respond to the following questions:
 - TKO is dedicated to improving our diversity, equity, and inclusion and needs staff, volunteers, and supporters who recognize the importance of safe access to the outdoors. In evaluating our messaging on our website and social media presence, how can TKO be better and connect with more people?
 - Every communication to our supporters, volunteers, and partners should demonstrate our value and include a call to action. What do you appreciate about the role TKO plays in protecting and enhancing the hiking experience and why do you think people should give back to our organization?
 - Diligence to data and office administration is critical for a nonprofit to maintain strong business practices. Share a story of how you have managed data and a communication project or campaign successfully.
- Submit these items to the Google Form [HERE](#)

TIMELINE

Applications will be received through July 28th, with interviews to follow soon after. The position will begin when the best candidate is found. A start date is anticipated for early- to mid-August.

This is an at-will position and is contingent on a variety of short and long-term funding. The purpose of this position description is to provide information reflecting current practices. This position description does not constitute nor create any contractual agreement, rights, or obligations. This position description may be amended to reflect changing priorities and adjusted funding. This institution is an equal opportunity provider.