

Friends of the Inyo Communications and Membership Manager 2018

Overview

The Communications and Membership Manager is a full-time, permanent position based out of Friends of the Inyo's Bishop office. The Communications and Membership Manager will utilize communication strategies, traditional and digital, to achieve Friends of the Inyo's goal of protecting and caring for the public lands of the Eastern Sierra. The position will be primarily responsible for all of the organization's print and digital communications, including, design and development of The Juniper (monthly electronic newsletter), the Jeffrey Pine Journal (bi-annual short magazine), calls to action regarding political events, event promotion, and press releases. The C and M manager will also work with the Philanthropy Director to design and distribute quarterly membership appeals and social media campaigns to support those appeals. The position will also be responsible for maintaining and updating the organization's website and maintaining an effective social media presence, including analysis of metrics.

Responsibilities

- Develop and implement an effective traditional and digital communication strategy that supports the achievement of policy goals, membership augmentation, fundraising and participation in stewardship and other events;
- Develop outreach and promotion strategies and materials to support participation in our projects, outings, and events;
- Prepare and send The Juniper, (monthly e-newsletter);
- Development and implement effective social media strategies;
- Maintain updated and fresh website;
- Use analytics tools to assess effectiveness of website and social media strategies, adjust to increase effectiveness;
- Prepare and submit event listings, press releases, and other content to local media outlets (print, radio etc.) to promote Friends of the Inyo and our programs;
- Provide content and editing for the Jeffrey Pine Journal, (bi-annual short magazine); and
- Manage database of members, donors, participants and supporters.

Desired Qualifications

- Professional experience in traditional and digital communications, including development of long-term strategy, and design, distribution and development of copy and photos/videos for individual pieces;
- Professional experience developing and following annual traditional and digital communications plan;
- Website and social media plan management experience, including analysis of metrics;
- Proficient in use of personal computer, the internet, Microsoft Word, Excel, and PowerPoint, as well as database software systems;
- Outstanding written and oral communication skills;
- Demonstrated ability to manage multiple priorities and projects and complete projects and tasks on time, on budget, and of high quality;
- Bachelor's degree preferred;

- Community outreach, membership, volunteer management and/or fundraising experience preferred;
- Ability to work independently and as part of a diverse team of both staff and volunteers;
- Positive attitude, personal integrity, and sense of humor;
- A passion and knowledge of the Eastern Sierra.

Salary commensurate with experience.

To apply please submit resume, cover letter and writing samples, print and digital preferred, to jobs@friendsoftheinyo.org.