



IDAHO  
CONSERVATION  
LEAGUE

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## **Job Announcement: Communications Associate January 2019**

Job Title: Communications Associate

Supervisor: Program Director

Salary: Competitive salary up to \$38,000 depending on experience

Benefits: Generous benefits package—health insurance, retirement and vacation

Classification: Full-time exempt

Location: Boise, ID

Start date: February 2019

### **Job Scope**

The Idaho Conservation League (ICL) is seeking a communications associate. This individual will work with the ICL team to raise public awareness about the work ICL is doing and to influence public policy. The associate will work with program staff to create communications content and develop and implement effective communications plans and strategies including earned and social media. The ideal candidate will have experience working in the media or public relations field and a highly developed ability to quickly communicate complex topics in a clear and concise manner.

### **Duties**

- Develop and implement communications plans and campaigns on the conservation issues that ICL is working on.
- Manage and monitor news cycles related to the work ICL is doing. Work with program staff to raise the profile of ICL conservation issues in the media and increase public support for our goals.
- Respond to media inquiries on behalf of the organization. Connect journalists with the appropriate program staff to answer questions. Develop relationships with local and national media. Use these relationships to pitch stories for earned media opportunities.
- Help plan press conferences, speaking events, rallies and other opportunities as needed.
- Collaborate with ICL's engagement team to identify opportunities for program staff to serve as expert voices in discussions around conservation.

- Research, write and produce stories for ICL's blog, newsletter, other publications and social media. This will include written, audio, visual and video materials.
- Collaborate with ICL's marketing and engagement teams to create compelling stories about the work ICL is doing. Assist in marketing and communication campaigns by identifying earned and social media opportunities and writing content to support marketing work.
- Work with program staff to effectively utilize and manage social media.

### **Qualifications**

- Minimum 2 years work experience in media, public relations, communications or a similar field.
- Strong writing and editing skills. ICL uses AP style, so demonstration of competence in that style is a plus.
- Ability to interview technical experts on complex issues and create clear, concise content for multiple audiences.
- Experience working in media relations. Demonstration of an understanding of how to pitch stories to garner earned media for an organization.
- Interest and excitement about working on conservation issues.
- Strong verbal and interpersonal skills.
- ICL works on a wide portfolio of topics and we need someone who can work quickly and juggle multiple projects simultaneously.

### **Application Process**

Applicants should send a cover letter, resume, 3 references and 3 relevant writing samples to [ICLjobs@idahoconservation.org](mailto:ICLjobs@idahoconservation.org)

Applications will be accepted until January 31.

*The Idaho Conservation League's programs and employment are open to all. ICL does not discriminate on the basis of age, gender, race, national origin, ethnicity, religion, sexual orientation or disability in any of its policies or programs. ICL offers a fun, team-based environment, competitive salaries and an excellent benefits package. Additional information concerning ICL can be found on our website.*