



Position: Communications Coordinator

Reporting to: Content Manager

Status: Non-Exempt

Background

Based in Boulder, CO, Protect Our Winters (POW) is a nonprofit that works against climate change by helping passionate outdoor people protect the places and lifestyles they love from climate change. Founded by pro snowboarder Jeremy Jones in 2007, we are a community of athletes, scientists, creatives, and business leaders advancing non-partisan policies that protect our world today and for future generations.

The Opportunity

POW is seeking a Communications Coordinator to serve as the primary marketing copywriter and website coordinator for the POW brand. As Communications Coordinator you will be an integral member of our communications team, and pivotal in growing POW's reach within the Outdoor State. To be successful in this role, you should be an experienced writer, capable of creating on-message short and long-form copy to support all of our communications email and website needs. You should also have an excellent understanding of Wordpress websites, CMS and basic HTML coding.

With the guidance of the Content Manager, the Communications Coordinator is responsible for writing and distributing digital communications, including but not limited to brand emails, website copy, blogs, website and campaign landing pages, as well as other digital requests as needed. The Communications Coordinator will also be responsible for occasional writing projects that support the Campaigns, Programs or Development teams.

As a digital-centric brand, POW drives advocacy and education through our website. In this role you will also serve as the primary website coordinator, ensuring that the website not only accurately communicates the POW brand, but also successfully carries individuals through the funnel toward membership and merchandise conversion. This requires that alliance pages are regularly updated, blogs and educational materials are up-to-date and press releases and media hits are regularly posted. To ensure optimized web performance, you'll regularly review performance metrics, draw insights and make appropriate recommendations for updates.

As the ideal candidate, you are fueled by a passion for protecting the outdoors and the outdoor lifestyle fuels you. You are highly organized, able to juggle multiple tasks, manage your own workload, and take initiative and personal responsibility for all assignments.

Description of Responsibilities

- Copywriting:
 - Serve as the primary copywriter for all POW email and website communications

- o Fulfill the needs of the communications calendar by outlining, drafting, editing, and programming all POW emails within the Mailchimp email marketing platform
- o Ensure that all copy maintains a clear and consistent brand-voice and follows POW's established messaging framework
- o Create website and campaign copy that maintains brevity and clarity while adhering to SEO best practices
- o Track and analyze email and website performance to ensure that our communications activity is optimized and responsive to latest trends
- Website Coordination
 - o Serve as project-level contact with contracted Website Development team, ensuring tasks are assigned and support your website efforts
 - o Regularly update Alliance and "Good News" pages to ensure that content is current and reflects advocacy efforts and wins
 - o Perform regular audit of website needs and ensure that website is up to date with educational materials, campaign information, events, blogs, media coverage, etc
 - o Build campaign landing pages, ensuring that content meets communications goals, is adequately branded and optimized for search
 - o Conceptualize website content utilizing SEO best practices to boost POW's search ranking and achieve wide reaching distribution goals
 - o Perform regular analytic reviews, ensuring that site performance is meeting goals, and be able to convey performance indicators to the POW Staff and provide recommendations for updates to align with trends and best practices
 - o Provide website support to other departments as needed
- Membership and Community Support
 - o Provide community support to all inquiries and comments on POW email, voicemail and social channels
 - o As needed, help to support social media programming by engaging in community conversation on Twitter and other required social channels

Ideal Candidates Will Possess

- 2+ years experience of copywriting and marketing experience
- Bachelor's degree in English, Communications, Marketing or other related field preferred
- Proven writing skills that are thoughtful, trustworthy, friendly, and fun
- Demonstrated experience writing engaging brand copy
- Familiarity with commonly used language style guides, specifically AP
- Highly proficient knowledge of Mailchimp or other email marketing platform
- Expert knowledge of website functionality and maintenance via a CMS, ideally Wordpress
- Working knowledge of HTML & CSS
- Familiarity with Google Analytics and Google Tag manager
- Familiarity of SEO best practices
- Experience working with Salesforce or other similar CRM software
- Experience with Trello, Basecamp or other project management software
- Positive attitude and passion for the outdoors
- Ability to manage multiple projects with limited direction in a fast-paced environment
- Comfortable working with remote colleagues through virtual tools

Physical demands and work environment

Must operate within the context of established objectives. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to talk, hear, and see. The employee frequently is required to sit, stand, walk, use hands and fingers to handle or feel, and reach with hands and arms.

Location

The position is located in Boulder, Colorado with remote work potential for candidates that reside in the states in which POW employs: Arizona, Colorado, Maine, Massachusetts, Michigan, Montana, New Hampshire, Nevada, North Carolina, Oregon, Utah, and Washington. Additionally, POW may consider candidates residing in Wisconsin and Vermont. Unfortunately, POW is not able to accommodate candidates residing in other states at this time.

Application

Applications must be submitted by October 31, 2021

To apply, please send your resume and cover letter to work@protectourwinters.org with 'Communications Coordinator' in the subject line.

Please also complete and attach the writing and editing prompts [found here](#) to your email.

[CLICK HERE FOR WRITING AND EDITING PROMPTS](#)

Salary commensurate with experience, with a pay range of \$50,000- \$55,000. Protect Our Winters offers a generous benefits package including employer paid healthcare, vision, and dental benefits as well as a retirement match. Additionally, POW offers sick and holiday time, above industry average paid time off and a family-friendly, flexible work environment.

At POW, we are committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and teammates without regard to race, color, religion, sex, national origin, age, marital status, sexual orientation, gender identity, gender expression, military and veteran status, and any other characteristic protected by applicable law. POW believes that building diversity is critical to the success of a global organization. We seek to recruit, develop, and retain the most talented people from a diverse candidate pool.