



INTERMOUNTAIN WEST
JOINT VENTURE

conserving habitat through partnerships

IWJV Sagebrush Communications Specialist

Position Description, January 2022

LOCATION: Within the Western United States

SALARY RANGE: \$47,000-\$52,000; full-time, limited-term

The Intermountain West Joint Venture (IWJV) Sagebrush Communications Specialist provides communications content development to the IWJV's Partnering to Conserve Sagebrush Rangelands effort. This is a full-time, employed position that will have a primary focus on sagebrush rangeland conservation in the West. This role is responsible for implementing strategic communications (lead in design and delivery, and support in planning and evaluation) that effectively convey the relevance of sagebrush rangeland conservation to people (ecological services, economic impact, strong communities). This role provides critical support in implementing the Annual Sagebrush Communications Plan and elements of sagebrush communications identified in associated Annual Operational Plans. The Sagebrush Communications Specialist implements strategic communications in close coordination with the IWJV Communications and Marketing Coordinator and in consultation with the Director of Strategic Partnerships, Sagebrush Collaborative Conservation Specialist, and other key partners. The position serves as a counterpart to the IWJV Water 4 Communications Specialist.

The Sagebrush Communications Specialist is a full-time position that is hosted by the Western Association of Fish and Wildlife Agencies (WAFWA), with day-to-day supervision by the IWJV Communications and Marketing Coordinator. The location of the position is negotiable. This position requires mission-critical travel with flexibility to address annual work plan priorities.

MAJOR DUTIES:

Strategic Communications Planning

- Develop and maintain a communications plan for the sagebrush program that defines overarching communications goals, objectives, target audiences, key messages, and tactics and tools.
- Work with partners in the sagebrush program to identify communications needs/goals. Develop and implement communications based on these needs/goals that also address the overarching key messages and communications tactics and tools in ways that are specifically relevant to communities.
- Participate in select regional or national communications campaigns with other conservation partners. Support will be provided in the form of strategic planning as well as the implementation of the design and delivery of communications tactics and tools.
- Assist the Communications and Marketing Coordinator, alongside the Water 4 Communications Specialist, in developing general communications strategies and related tools for the IWJV.

Design and Delivery of Communications Tactics and Tools

- *Support the sagebrush program:* Design and deliver tactics and tools (e.g., website content, talking points, PowerPoint presentations, success stories, videos, fact sheets, infographics, story maps, digital media, etc.) aligned with the IWJV communications strategy. Develop and recommend

distribution strategies to help expand the reach of the produced materials and promote collaboration and relationship-building through the IWJV's broad network of partners.

- *Writing Projects & Communications Tools:* Generate creative and original news articles, feature stories, videos, website content, talking points, fact sheet narratives, PowerPoint presentations, and social media posts that support the sagebrush program communications strategy. These tools will be published through the IWJV's communications outlets and shared with key, pre-identified partners to further their reach. This includes content development to support general IWJV communications needs associated with management board meetings, State Conservation Partnership and Sagebrush Conservation Committee events, government relations tasks, fundraising opportunities, and other needs outside of sagebrush topics.
- *Website:* Provide and upload content related to sagebrush habitat science and conservation, and digital support for partnersinthesage.com. Management of this website includes delivering timely information to target audiences. This includes working closely with staff and partners to craft creative, fresh, engaging, and timely news items, developing/maintaining a story map, and compiling/maintaining relevant resources. This includes sharing sagebrush content with the Water 4 Communications Specialist to post on iwjv.org.
- *Social Media:* Contribute approximately 50 percent of the content for IWJV's Facebook and Instagram accounts according to an established timeline. This includes featuring timely news and creative digital media as well as sharing partner content. Additionally, it includes expanding the audiences and engagement on these platforms through collaborating and coordinating with the IWJV Water 4 Communications Specialist and interacting with other organizations' social media accounts.
- *Media Library:* Contribute high-quality, creative visual and audio content in support of the sagebrush program to the IWJV Media Library for staff and partner use. This includes labeling and cataloging photos.
- *E-Newsletter:* Create a bi-monthly IWJV e-newsletter and upload to MailChimp. Coordinate with Operations Specialist to ensure the Partner Database is current for e-newsletter distribution. (Alternating bi-monthly newsletters are produced by the Water 4 Communications Specialist.)
- *Reporting:* Provide support for development of the sagebrush program annual reports by providing communications-related content and conducting proofreading, as requested. Prepare reports in a visually appealing design/layout that effectively communicates accomplishments, highlights partnerships, and demonstrates value to partners, including funders.
- *Innovative Tactics & Tools:* Identify, recommend, and implement emerging technologies and other tactics or tools to increase the effectiveness, efficiency, and relevancy of IWJV communications efforts.
- *Science and Human Dimensions:* Incorporate results and recommendations of relevant science and human dimensions research projects into communications tactics and tools to enhance effectiveness and partner engagement.

Communications Partnerships and Capacity-Building

- *Sagebrush Partnerships:* Galvanize new relationships, advance existing partnerships, bolster trust, and build communications capacity in local conservation communities to support sagebrush communications efforts. This includes working closely with IWJV Communications and Marketing Coordinator, Sagebrush Collaborative Conservation Specialist, Director of Strategic Partnerships, and local partners to craft creative, fresh, engaging, and timely communications tactics and tools that support shared goals.
- *Communications Partnerships:* Develop and strengthen relationships with communications staff in the sagebrush program to help implement communications that add value and build capacity

by addressing identified needs. Build communications networks across/between key regions, as appropriate.

- *Coordination, Support and Special Assignments:* Provide miscellaneous coordination and/or support to meet the goals of the IWJV and its Communications Program, as needed or requested by the IWJV Communications and Marketing Coordinator or Leadership Team.
- *USFWS Sagebrush Communications Support:* With the USFWS support of this position, special assignments will specifically be requested throughout the year pertaining to partnership-driven sagebrush conservation in the forms of reports, success stories, videos, etc.

Analysis and Evaluation

- Using Google Analytics and/or other quantitative assessments, compile and analyze data (e.g. # of website visitors, most frequent pages visited, number of e-news reader increases, bounce rate, etc.) that track and evaluate the effectiveness of digital tactics and tools.
- Identify and develop ways to assess qualitative engagement with sagebrush communications, including word-of-mouth feedback from partners and the sharing of communications products through the partnership.
- Develop and implement recommended strategies for increasing effectiveness of digital tactics that engage target audiences identified in the sagebrush program communications plan.
- Collaborate with IWJV Water 4 Communications Specialist on analysis and evaluation efforts to ensure consistent and comprehensive efforts across the IWJV Communications program.

KNOWLEDGE, SKILLS & ABILITIES FOR THE POSITION:

- Bachelor's degree or higher in communications, journalism, natural resources, or a related field.
- Demonstrated skills in popular and technical writing and copy editing, with a high level of attention to detail to proof completed work to ensure accuracy.
- Experience developing and posting website content (especially using WordPress and/or Squarespace) and updating/managing social media accounts (primarily Facebook and Instagram).
- Demonstrated skills in designing and delivering communications and story-telling tools such as social media, eNewsletters, news posts, fact sheets, feature stories, storymaps, and presentations.
- Experience employing a variety of virtual meeting platforms and digital tools with an interest in pursuing emerging technologies for communications.
- Knowledge of wildlife and habitat conservation.
- Ability to communicate effectively, efficiently, and professionally with staff and partners, both virtually and in-person.
- Demonstrated experience in cultivating relationships with a broad and diverse range of people and/or organizations to create and build stories about conservation impact.
- Ability to work independently, efficiently, take initiative, innovate, and support a team environment, especially to meet deadlines.
- Ability and willingness to travel.
- Demonstrated passion for conservation and natural resources.

BENEFITS: This position will be hosted by, as well as benefits and human resources functions provided by, WAFWA. Benefits include: medical, dental, vision, and pharmacy; annual and sick leave; and a 401(k) retirement option.

HOW TO APPLY: Applicants should submit the following materials in electronic format (a single PDF preferred) to Hannah Nikonow at hannah.nikonow@iwjv.org by **5 p.m. MST on February 8, 2022**.

- A cover letter that addresses your approach to learning new skills and developing new partnerships.
- Resume (including three references).
- A one-page statement (as a writing sample) describing your vision for linking communications, science, and conservation outcomes that are inclusive to western, local, and traditional knowledge, recognizing the importance of people and place on the landscape.

START DATE: Negotiable, but target is March 1, 2022.

FOR MORE INFORMATION: Contact Hannah Nikonow at hannah.nikonow@iwjv.org or (307) 431-9876.

People from historically underrepresented groups in the western science and conservation realm are strongly encouraged to apply, especially those who are able to help communicate the integration of western science and traditional knowledge in conservation outcomes. People and partnerships are the heart and soul of the IWJV. Our organization is composed of a Management Board, staff, and partners with a wide range of experiences, expertise, and perspectives resulting in collaborative and effective conservation. We are dedicated to promoting diversity, equality, and inclusion in our day-to-day work processes. Each member of our team brings a unique set of skills and contexts that contribute to a high functioning, innovative, and fast-paced work environment. We recruit, employ, train, compensate, and promote regardless of race, religion, color, national origin, sex, disability, age, sexual orientation, veteran status, and other protected status.