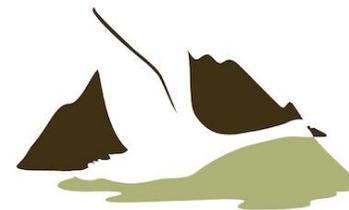


IWJV Sagebrush Communications Specialist

Position Announcement

POSTED: October 2022
LOCATION: Flexible within the Intermountain West
SALARY RANGE: \$50,000-\$60,000; full-time



INTERMOUNTAIN WEST
JOINT VENTURE

The [Intermountain West Joint Venture](#) (IWJV) Sagebrush Communications Specialist provides content development and other communications support to the IWJV's sagebrush program and [Partnering to Conserve Sagebrush Rangelands](#) effort. This is a full-time position that will have a primary focus on sagebrush rangeland conservation in the West. This role is responsible for implementing strategic communications that effectively convey the relevance of conservation to people (ecological services, economic impact, strong communities). The Sagebrush Communications Specialist works 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. [Read about IWJV team members here.](#)

The Sagebrush Communications Specialist is hosted by the Western Association of Fish and Wildlife Agencies (WAFWA), with day-to-day supervision by the IWJV Communications and Marketing Coordinator. This position requires mission-critical travel with the flexibility to address annual work plan priorities, which can be up to one week per month. The location of the position is negotiable, with consideration given to the proximity of a regional airport with frequent services.

Applicants are encouraged to explore these resources to learn more about the IWJV's work:

- [IWJV Core Value Statements](#)
- www.PartnersInTheSage.com
- [IWJV's Fiscal Year Annual Operational Plan](#)
- [Annual report for Partnering to Conserve Sagebrush Rangelands](#)

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, tactics, and tools.
- Work with partners in the sagebrush program to identify communications needs/goals.
- 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

- *Writing Projects & Communications Tools:* Generate creative and original news posts, feature stories, videos, website content, talking points, fact sheets, PowerPoint presentations, graphics, and social media posts. These tools will be published through the IWJV's communications outlets and shared with key, pre-identified partners via a detailed distribution strategy. 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.
- *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.
- *eNewsletter:* Work with the Water 4 Communications Specialist to create a monthly IWJV e-newsletter and upload it to MailChimp. Coordinate with the Operations Specialist to ensure the Partner Database is current for e-newsletter distribution. (Each month the Sagebrush Communications Specialist will alternate producing the e-newsletter with the Water 4 Communications Specialist.)
- *Reporting:* Support the 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 to Implementation:* Incorporate results and recommendations of relevant science and 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 the 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. Work with the Water 4 Communications Specialist to 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.
- *U.S. Fish and Wildlife Service and Bureau of Land Management Sagebrush Communications Support:* With the USFWS and BLM 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, fact sheets, 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.
- 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, IN ORDER OF IMPORTANCE:

- 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. Must be highly proficient in grammar and punctuation application.
- Passion for conservation, working lands, and natural resources.
- 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.
- Ability to work independently and efficiently, take initiative and innovate, and support a team environment, especially to meet deadlines.
- Experience employing a variety of virtual meeting platforms and digital tools with an interest in pursuing emerging technologies for communications.
- Experience developing and posting website content (especially using WordPress and/or Squarespace) and updating/managing social media accounts (primarily Facebook and Instagram).
- Ability and willingness to travel up to a week a month, at times.
- Knowledge of wildlife and conservation.
- Bachelor's degree or higher in communications, journalism, writing, literature, marketing, natural resources, or a related field.

BENEFITS: This position will be hosted by, as well as benefits and human resources functions provided by, the Western Association of Fish and Wildlife Agencies. Benefits include full medical, dental, vision, and pharmacy coverage through Pacific Source of Montana; vacation and sick leave; paid federal holidays; and a 401(k) retirement with an employer match. The IWJV also provides professional development opportunities as negotiated with the supervisor and approved by the JV Coordinator; performance-based salary increases; and an encouraging, supportive and flexible work environment.

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 December 5, 2022**.

- Closely study the position announcement's details about major duties and important knowledge/ skills/abilities.
- A one-to-two-page cover letter that addresses your interest in conservation communications and your approach to developing new skills and partnerships.
- Resume (including three references) describing your experiences and skills.
- Three writing samples published/posted in the past five years that depict your strong comprehension of grammar and punctuation as well as your storytelling and narrative ability.

IF YOU ARE SELECTED FOR AN INTERVIEW: The first interview could be held via Zoom and, if invited to advance, a second interview will be conducted in person. Travel expenses will be reimbursed and IWJV staff will help arrange logistics.

START DATE: Negotiable, but the target is early February of 2023.

FOR MORE INFORMATION: Contact Hannah Nikonow at hannah.nikonow@iwjv.org or (307) 431-9876. We invite phone calls and emails seeking more information about this role.

People from historically underrepresented groups 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. 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.

Studies have shown that some people are less likely to apply for jobs unless they believe they meet every single one of the qualifications as described in a job description. We are committed to building a diverse and inclusive organization, and we are most interested in finding the best candidate for the job. That candidate may be one who comes from a background less traditional to our field of work, and that's welcome. We would strongly encourage you to apply, even if you don't believe you meet every one of the qualifications described.