Skagit Fisheries Enhancement Group (SFEG) is seeking a new team member with an interest and enthusiasm for communications and marketing to help inspire and expand community involvement and support for local salmon enhancement efforts. The Communications and Development Coordinator will work with our team to broaden community engagement by developing consistent messaging for digital and print communication channels that deepens awareness of our mission, motivates volunteers, creates project opportunities, enhances stewardship, increases membership, and facilitates fundraising.

**Position Summary:**
The Communications and Development Coordinator creates targeted communications, for print, web, email, and social media, to build community and financial support for the SFEG. Through thoughtful and strategic communications and engagement this individual will help Skagit Fisheries grow its support base in our community and throughout our region. Fundraising is an important and significant source of financial and community support for SFEG. The individual will work closely with staff to execute membership and donor acquisition and retention strategies that will support SFEG’s programs, staffing and operations. Skagit Fisheries is committed to creating a diverse and inclusive organization. This position will ensure that SFEG’s materials and communications are produced under a lens of diversity, equity, and inclusion.

**About Skagit Fisheries Enhancement Group:**
The Skagit Fisheries Enhancement Group (www.skagitfisheries.org) is a nonprofit a leader in Skagit River watershed salmon recovery, community engagement and environmental education for the last 30 years. The Skagit River, which flows for 160 miles, is the ancestral home of four Native American tribes, and is the only large river in Washington with significant populations of all five species of salmon found on the U.S. West Coast. We consist of a team of experienced staff, advised by key watershed stakeholders, and supported by hundreds of volunteers. We believe that a community working together to restore and protect watersheds will ultimately result in larger and sustainable salmon populations. We accomplish our mission by restoration and stewardship of critical watershed habitat, community outreach and educating the next generation through our K-12 programs.

**MAJOR DUTIES AND RESPONSIBILITIES:**
**Communications:**
- Work with Outreach Manager to create engaging communications with message consistency that accurately conveys Skagit Fisheries’ programs broadly in our community.
- Promote SFEG’s accomplishments and impact to expand support for SFEG with diverse constituents.
• Develop and implement the organization’s digital content strategy and calendar for email and social media (Mail Chimp, Facebook, Instagram, Twitter, and other platforms as identified as useful to overall strategy).
• Utilize key metrics to evaluate the organization’s social media outreach and impact, making recommendations for improvement.
• Work with project and program staff to keep the website up to date with events, program and project content, as well as regular blog postings from the field.
• Coordinate the development and distribution of print communications including, but not limited to, bi-annual newsletter, annual report, campaigns, brochures, and outreach and event materials.
• Assist with graphic design for digital and print communications including social media posts, e-newsletter, development appeals, program materials, and other marketing collateral as needed.
• Coordinate with staff to maintain a volunteer calendar of organizational needs.
• Incorporate SFEG’s diversity, equity, and inclusion goals into communications and work to expand the organization’s efforts in this area.
• Work with program staff to write and distribute press releases.

Development:
• Develop strategies to inspire, attract, and retain new members, donors, and supporters to fund the current and future vision of the organization
• Work with Executive Director to expand the membership base by preparing creative appeals, encouraging current members to increase their giving, being responsive to member requests, and providing regular communication with members
• Work with Executive Director to develop and execute fundraising campaigns
• Work with conservation staff to develop program related activities and events that attract new audiences
• Coordinate and plan effective outreach and fundraising events that build community and financial support for SFEG’s conservation efforts
• As needed, attend, and support other community functions
• Recommend, design, and implement changes to improve membership, supporter, and donor engagement.
• Assist with preparing, writing, and tracking grant applications
• Become well-versed in SFEG’s CRM database to prepare mailings, enter gifts, send gift acknowledgements, track membership renewals, and run regular reports

Other duties:
• Provide support for conservation priorities and programs as needed.
• Keep accurate records of daily activities
• Attend and contribute to Board of Directors and committee meetings as needed
• Perform other related duties as assigned by supervisor

REQUIRED EDUCATION, EXPERIENCE AND TRAINING FOR POSITION:
Experience for both required and desired qualifications can be gained through various combinations of education, professional employment, and volunteer experience. Preference will be given to

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candidates with a minimum of 4 years combined education and professional experience and a proven background working in this field.

- **Education** involving a major study in journalism, communications, public relations, news media, digital/social media, English, marketing, humanities, or closely related field.
- **Experience** in journalism, public relations/information, news media, digital/social media, marketing, digital accessibility or writing/editing, or closely allied field.

**REQUIRED SKILLS/KNOWLEDGE/ABILITIES POSITION:**

- An enthusiasm for conservation and volunteer engagement in the Skagit Watershed
- Excellent written, verbal, and interpersonal communication skills
- A commitment to diversity, equity, and inclusion
- Experience and comfort working with email marketing tools (such as MailChimp), social media, and CRM databases (such as Little Green Light)
- Ability to write effectively and convey information clearly and concisely to a wide range of audiences, including volunteers, members, landowners, funders, grantors, and other stakeholders. This experience can include writing and editing news articles, blogs, news releases, communications plans, website pages, outreach materials, advertisements, grant proposals, and related materials.
- Experience with planning and executing successful events
- Demonstrated flexibility, initiative, and ability to manage multiple projects and deadlines
- Ability to organize and prioritize work, self-motivate, and self-manage as this role will require working both independently and in collaboration with SFEG staff as well as engaging with diverse stakeholders and watershed partners
- Well organized, thorough, and attentive to detail
- Proficient with computers and the use of Microsoft Office Suite and Google Suite

**DESIRED SKILLS/KNOWLEDGE/ABILITIES POSITION**

The following qualifications are preferred/helpful for an employee who has these skills/knowledge or abilities for this position.

- Experience with writing and preparing competitive funding proposals
- Familiarity or experience working and writing for fundraising campaigns
- Experience with video recording and editing
- Experience with graphic design (Canva, Adobe) and website design
- Experience working on diversity, equity and inclusion initiatives
- Understanding of best practices to meet language and accessibility requirements. Knowledge of Spanish language a plus.
- Experience working with the media.
- Basic ecological literacy and knowledge of the conservation or restoration field

**REQUIRED LICENSES OR CERTIFICATIONS:**

- Must have and maintain throughout employment a valid Washington State Driver’s License.
- Must be able to provide own transportation when SFEG vehicles are not available. Approved mileage will be reimbursed.
- As per SFEG’s personnel policies, SFEG will conduct a background check on any employees who will work with children and other vulnerable populations
• SFEG is a fully vaccinated employer, so the successful candidate must show documentation of full vaccination against COVID-19 before beginning employment. Reasonable accommodation may be made for medical or religious reasons.

PHYSICAL REQUIREMENTS (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. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions):

• Indoor office work requires sitting at a desk and computer for several hours or attending meetings.
• The employee will be working primarily in an office environment and for a limited amount of time, is expected to be “out-and-about” in the community interacting with individuals and groups and the employer will have limited control over these environments.
• The employee must occasionally lift and/or move up to 25 pounds.
• SFEG has a flexible work environment including the ability to work remotely for a portion of the work week, however due to the nature of this work, some weeks will require more time in the office than others.

Position Title: Communications and Development Coordinator
Supervised by: Executive Director
Classification: Regular, Full-Time, Non-Exempt (hourly)
Pay Range: Range $45,000-$55,000, DOE (depending on qualifications and experience) plus benefits (medical, vision, retirement, vacation, sick and holiday pay)

TO APPLY:
A complete application includes: a cover letter, resume, and a list of three professional reference contacts.

Email application materials (as one pdf document) to: astudley@skagitfisheries.org with Subject Line: Communications Position

This position is open until filled.

For more information please visit www.skagitfisheries.org
Or contact Alison Studley at 360-336-0172 x300; Email: astudley@skagitfisheries.org

SFEG actively seeks a diverse applicant pool and encourages candidates of all backgrounds to apply. SFEG provides equal opportunity for employees and applicants without regard to race, color, religion, national origin, gender, age, sexual orientation, sensory, physical or mental disability, veteran status, protected genetic information or any other status protected under state or federal law.