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Portland Eugene Bend Enterprise

Oregon Wild Communications Associate

About Oregon Wild:

Oregon Wild is a non-profit organization with a mission to protect and restore Oregon's wildlands, wildlife, and waters as an enduring legacy for future generations. Founded in 1974, Oregon Wild's victories include safeguarding over 1.7 million acres of Wilderness and 1,800 miles of Wild & Scenic Rivers through federal legislation, protecting hundreds of thousands of acres of old-growth forests and critical wetland habitat, and the preservation of numerous imperiled species, from coho salmon to gray wolves. Oregon Wild enjoys a national reputation as a pioneering organization that is both highly strategic and effective, with strong policy expertise.

Commitment to Justice, Equity, Diversity, and Inclusion:

Oregon Wild is committed to building a more equitable, diverse, and inclusive organization and society, and we are actively recruiting and encouraging applicants from a broad range of backgrounds and communities to apply for this position. Important voices have been missing from the environmental movement for far too long, and building a stronger, more just, and more inclusive community starts by creating a more welcoming environment within Oregon and Oregon Wild. Our organization believes that by embracing, respecting, and valuing individuals regardless of their race, sex, sexual orientation, gender identity, gender expression, religion, national origin, or ancestry, we can become a stronger, more effective defender of Oregon's wildlands, wildlife, and waters.

General Position Summary:

The Communications Associate plays a key role in telling the story of Oregon Wild conservation priorities by developing and executing social media strategies, managing digital advertising, and supporting design efforts. This position focuses on engaging with supporters through creative content, optimizing digital platforms for advocacy, and growing the organization's influence and audience. Working closely with the communications team and conservation campaigners, the Associate drives social media campaigns, leads webinar coordination, and ensures consistency with brand standards.

Position Responsibilities

- **Craft Social Media Content and Strategies:** Collaborate with colleagues to develop and execute dynamic social media strategies across major platforms, prioritizing short-form video content for Instagram Reels, TikTok, and YouTube Shorts, as well as static posts on Facebook and BlueSky. Curate content, plan editorial calendars, and adapt advocacy, fundraising, and blog material for digital audiences.
- **Engage Oregon Wild's Digital Community:** Actively monitor and engage with online communities by responding to mentions, comments, and messages. Serve as a public-facing personality for select video content while coaching team members on social media best practices.
- **Track Performance:** Develop performance dashboards to monitor metrics such as shares, website engagement, fundraising, and action conversions. Provide regular updates on analytics and milestones to inform strategic decision-making. Troubleshoot technical issues related to social media and analytics platforms, ensuring smooth content delivery.
- **Digital Advertising and Partnerships:** Contribute to digital advertising efforts by managing campaigns on platforms like Facebook and Google Ads. Optimize the Google Ad Grants account to grow Oregon Wild's audience and influence public policy, while building partnerships with social media influencers.
- **Facilitate Wild Wednesday Webinars:** With Oregon Wild program staff, coordinate Oregon Wild webinars, from promotion and hosting to post-production.
- **Email, Website, and Asset Needs:** Support communications efforts on our email and advocacy system (EveryAction), as well as website updates. Work with the communications team and conservation staff on organizing digital assets.
- **In-Person and In-The-Wild Collaboration:** Occasional travel for staff training, planning retreats, and on-location filming. Attend in-person campaign and fundraising events, like the annual Call of the Wild gala, as well as tabling and community events

Qualifications:

- Passion for protecting Oregon's wildlands, wildlife, and waters.
- Experience in social media strategy and planning, especially with Instagram and TikTok.
- Ability to monitor and capitalize on social media trends.
- Strong storytelling and content creation skills.

- Ability to write succinct, engaging copy for social media platforms.
- Proficiency with graphic design tools such as Adobe Creative Suite and Canva.
- Ability to manage multiple projects and consistently meet deadlines.
- Ability to work collaboratively with staff members and organizational partners.

Location and Supervision:

Oregon Wild has offices in Portland, Eugene, and Bend. This position can be based out of any of those locations. Oregon Wild staff work under a hybrid office/remote model. This position reports to the Communications Director.

Pay and Benefits:

This is a full-time exempt position offering \$45,000 to \$52,000 annual salary that offers benefits, including fully paid health insurance, 403(b) retirement plan option, generous vacation, and other paid time off.

To Apply:

Submit a single PDF document containing your resume, cover letter, and 2-3 examples of social media posts to commsjob@oregonwild.org. At least one of the examples must include a link to a Reel, TikTok, or other short-form video content. Once your application has been submitted, please fill out this form: <https://forms.gle/tpH2FWrwP6fzW8HK9>

The deadline to submit applications is January 6, 2025.