



Golden Gate Audubon Society Job Announcement

Special Assistant for Communications

Position Title: Special Assistant for Communications
Employee Payroll Status: Full-time Permanent
Reports to: Executive Director
Location: Berkeley, CA

[Golden Gate Audubon](#) engages people to experience the wonder of birds and to translate that wonder into actions that protect native bird populations and their habitats. Founded in 1917, we are one of the oldest and most respected conservation organizations in the Bay Area. Golden Gate Audubon is an independent non-profit, affiliated with the National Audubon Society.

We accomplish our mission by connecting people of all ages with birds and the natural world, conserving and restoring habitat, and engaging Bay Area residents in the protection of our shared, local environment. Golden Gate Audubon has over 7,000 members in San Francisco and the East Bay, an active Board of Directors, and a staff of six who mobilize over 2,000 volunteers each year.

The Position

The Special Assistant for Communications works closely with the Executive Director to implement a communications strategy aligned with Golden Gate Audubon's strategic plan. As Special Assistant for Communications, you will be expected to:

- Write and edit material for print and digital publications including newsletters, annual reports, websites, blogs, and social media posts
- Coordinate production of the quarterly print newsletter and monthly e-news
- Update Golden Gate Audubon websites, blogs, and social media
- Implement media outreach to promote Golden Gate Audubon and its initiatives
- Support Golden Gate Audubon program staff and volunteers with communications campaigns
- Support the Development Director in crafting development communications such as year-end appeal letters and the annual report
- Promote Golden Gate Audubon programs such as birding classes and the Christmas Bird Count
- Manage communications vendors (printers, graphic design etc.)
- Monitor and report on the efficacy of communications through analytics

- Curate Golden Gate Audubon's collection of images, including acquiring new images and ensuring that all images are properly credited
- Serve as the staff liaison for the board Diversity, Equity and Inclusion committee

Qualifications

- Bachelor's degree or the equivalent
- At least one year of experience in outreach, communications, journalism, or public relations, preferably for a public advocacy non-profit organization
- Strong verbal, writing, and editing skills, including the ability to craft messages to diverse audiences conveying voice and brand
- Expertise in social media (Facebook, Twitter, Instagram and others as they arise)
- Experience with MS Office and relational databases
- Multi-tasking and flexibility

Additional Desirable Qualifications

- Interest in local birds, wildlife, or conservation issues is a plus
- Experience writing press releases and working with the media
- Experience with Wordpress or a comparable content management system
- Experience with email marketing programs such as MailChimp
- Spanish, Mandarin or other language proficiency is a plus but not essential
- Photoshop and graphic design skills are a plus but not essential

Compensation and Benefits

Salary range from \$45,000 - \$49,000 per year, depending on experience. This is a non-exempt position. This position includes health and dental insurance and a SEP IRA.

Golden Gate Audubon is an equal opportunity employer. People of color, women, people of all sexual orientations, and those with diverse backgrounds are strongly encouraged to apply. Our staff and board value diversity and are committed to respect and inclusiveness.

To Apply

Send a resume, cover letter, and a writing sample (as attachments) to jobs@goldengateaudubon.org.

Posting Date: June 11, 2021

GOLDEN GATE AUDUBON SOCIETY

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