



COMMUNICATIONS & MARKETING MANAGER JOB DESCRIPTION

Job Title:	Communications & Marketing Manager	Job Category:	Year Round
FLSA Status:	Exempt	Position Type:	Full Time
Reports To:	Chief Development Officer (CDO)	Supervises:	N/A
Expected Schedule:	40 hours/week. Some weekends and evenings.	Pay Scale:	\$70,000+ D.O.E.
Location:	Big Sky, Montana (in-person/hybrid schedule possible)		

ABOUT THE GALLATIN RIVER TASK FORCE

Gallatin River Task Force (GRTF) is a nonprofit organization committed to advancing its mission of *leading conservation and inspiring stewardship of the Gallatin River Watershed*. We are passionate about protecting and preserving the Gallatin River and strive to ensure it flows clean, clear, and cold for the enjoyment of future generations. Science drives our programmatic work which includes water monitoring and assessment, restoration, water conservation, and advocacy and outreach. We host a number of educational and fundraising events annually. Visit www.gallatinrivertaskforce.org for details on our work.

POSITION SUMMARY

We are seeking a dynamic and experienced Communications & Marketing Manager to join our team and help elevate our brand presence. As Communications & Marketing Manager, you will play a crucial role in developing and implementing effective marketing and communication strategies to enhance our organization's image, promote a positive public perception, advance education, drive event attendance and fundraising. You will be responsible for ideating and crafting compelling marketing campaigns including developing creative content, and managing media and public relations.

ESSENTIAL JOB FUNCTIONS

- Planning, Messaging, and Branding**
- Coordinate with GRTF staff to formulate and implement a comprehensive annual Communications and Marketing Plan to support organizational objectives.
 - Assess and identify key messages and communication channels to effectively reach stakeholders and target audiences, including but not limited to: staff and board, the public, elected leaders, members, donors, foundations, community organizations, and volunteers.
 - Ensure that all organizational messaging, storytelling, and branding is consistent, cohesive, compelling, positive, and aligned with the GRTF mission.
 - Uphold and enhance GRTF's brand identity, ensuring internal, external, and partner communications adhere to GRTF brand standards and guidelines.
 - Make recommendations on how to expand the GRTF brand and exposure.
 - Monitor GRTF brand and sentiment across internal and external channels, notifying GRTF leadership staff of any issues proactively.
 - Support GRTF leadership staff in the development of marketing and communications related policies and procedures.



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- Collaborate with an advisory work group to gain insight and feedback on GRTF communication and marketing strategies.

Content Creation and Management

- Lead day to day management of GRTF marketing and communications across all channels, including but not limited to photos, videos, newsletters, social media, website, event signage, brochures, and reports.
- Produce written and visual content, converting informational outlines and resources from staff across all departments into content such as website, news, blogs, opinion articles, press releases, talking points, fact sheets, letters, speeches, presentations, graphics, and other supporting material as needed.
- Respond to GRTF staff needs for content creation, strategizing, and editing.
- Distill sometimes complex information from multiple sources within GRTF to create outreach and marketing materials.
- Tailor communications, media, outreach, and marketing strategies to coordinate with and elevate GRTF's programs and fundraising initiatives.
- Contribute personally or via contracted professionals, high-quality, creative, visual and audio content to the GRTF Media Library for staff and partner use. This includes labeling and organizing photo, video, and audio files.
- Update pages, events, and other data on GRTF's website, actively seeking updates from staff and coordinating with an external website contractor on maintenance needs.
- Lead development of the GRTF Annual Report, working with staff to solicit content and organizing the report in a layout that effectively communicates accomplishments and demonstrates value to partners and funders. Coordinates external graphic design contractor and printing.

Media Relations

- Cultivate and maintain relationships with media outlets, journalists, and influencers.
- Draft and distribute press releases, media kits, and other materials.
- Field media inquiries and direct to the appropriate GRTF spokesperson.
- Track GRTF media hits and share with staff and across GRTF's channels as appropriate.
- Oversee media buying (television, print, radio, digital) including content/ad creation and placement.

Analytics and Reporting

- Track, analyze, and report on multi-channel metrics, utilizing analytics to maximize engagement, SEO, and reach; utilize key performance indicators to justify marketing decisions and make data driven recommendations for improvement.
- Grow, manage, and segment audiences to achieve strategic organizational goals using best practices as a guide.

OTHER RESPONSIBILITIES

- Attend staff meetings, board meetings, team building activities, outreach, educational and fundraising events.
- Produce annual work plans and budgets, monthly timesheets, invoicing, and other paperwork on time.
- Participate in organizational annual and strategic planning processes.
- Assist with and share other organizational duties as needed.
- Recruit and manage volunteers or interns as needed.



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EDUCATION AND EXPERIENCE REQUIREMENTS
<ul style="list-style-type: none">• A bachelor's degree or higher in marketing, communications or public relations.• Minimum of five years of experience in marketing, communications, public relations, journalism, writing, literature, or related fields with a portfolio of successful campaigns.
KNOWLEDGE AND SKILLS
<ul style="list-style-type: none">• Demonstrated skills in technical writing and copy editing, with a high level of attention to detail to proof completed work for accuracy. Highly proficient in grammar and punctuation.• Demonstrated skills in designing and delivering communications and story-telling tools such as social media, newsletters, news posts, fact sheets, featured stories, presentations, and marketing campaigns.• Experience updating and posting website content and updating/managing social media accounts.• Experience employing a variety of virtual meeting platforms and digital tools with an interest in pursuing emerging technologies for communications.• Experience with graphic design, photography, and/or videography.• Familiarity with digital marketing, including website, social media trends, metrics and analytics.• Experience with media relations, public relations strategy, and crisis management.• Knowledge of natural resources, conservation, and nonprofits.• Proficient in Microsoft Office including Word, Excel, Outlook, and PowerPoint.• Proficient in WordPress.• Experience communicating with and presenting to different targeted audiences including public speaking at events• Ability to function as an essential member of a highly productive team.
PHYSICAL ABILITIES
<p>The physical demands described here are representative of those essential job functions and must be met by an employee for successful performance. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential job functions.</p> <ul style="list-style-type: none">• Must be able to work indoors and outdoors in variable weather conditions and extreme temperatures.• Occasionally required to work in and adjacent to rivers and streams.• Must have a valid driver's license.
HOW TO APPLY
<p>Interested candidates are invited to submit their resume, cover letter, college transcript, and a portfolio showcasing relevant work to bucky@gallatinrivertaskforce.org. Please include the position title and your name in the subject line. Applications will be accepted until the application deadline June 1, 2024.</p>