



Wyoming Outdoor Council

Job Title: Digital Communications Coordinator

Reports to: Communications Manager

Type of Work: Full-time, Hourly

Classification: Non-exempt

Start Date: ~early to mid-September

Location: Lander, WY or remote within Wyoming

Deadline to Apply: Applications will be reviewed beginning on Aug. 12 and will be accepted until position is filled

Starting salary: Competitive and comprehensive benefits, time off, and compensation package, and a starting wage range of \$21 - \$23 per hour (~\$43,600 - \$47,800 annually), depending on experience.

About the Organization

Founded in 1967, the Wyoming Outdoor Council is the state's oldest independent conservation organization. We use western science and Indigenous traditional ecological knowledge as well as legal and policy expertise to advocate for public land, wildlife, clean air and water. We seek lasting change by striving to meet people where they are, valuing diverse perspectives, building coalitions, and practicing reciprocity. We hold government agencies, lawmakers, and industries accountable for decisions that threaten the land, wildlife, clean air and water we depend on. We are a steadfast and trusted conservation voice at the state legislature. We are a membership organization, and we support and empower people to be effective advocates in their communities.

We offer a flexible, collaborative, and team-based environment with significant opportunities to take on strategic leadership, and competitive compensation offered in tandem with an excellent benefits package. This includes health, vision, dental, and disability coverage (where WOC pays 100% of the employee's premiums); a 403(b) retirement plan with up to a 5% WOC match, paid sick leave (up to 30 days), 15 days of vacation to start plus additional discretionary days off, 11 paid holidays; additional paid religious observance leave upon approval by the executive director; a health reimbursement account, a cell phone stipend, 12 weeks of paid family leave (available twice, after 18 months of employment); and the opportunity for 8 weeks of paid sabbatical leave every five years.

The Outdoor Council is an equal opportunity employer. We prioritize fairness in salaries across the organization and the scope of responsibilities may change depending upon experience. WOC is committed to building a diverse staff, board of directors, and an organizational culture of equity & belonging where we live our values.

Our Values

- We are dedicated to protecting Wyoming's environment and quality of life now and for future generations.

- In our conservation work, we lead with humility. We value diverse perspectives. We are solutions oriented.
- In our words and actions, we contribute to a respectful and equitable workplace where everyone feels a genuine sense of belonging.
- We seek creative solutions to tough problems. We are flexible and willing to change course if something isn't working.
- With kindness and honesty, we communicate directly. We respond to feedback with openness and a growth mindset.

About Your Role

As a member of our communications team, you will work closely with the communications manager and graphic designer to support the creation and distribution of communications products across the Outdoor Council's digital channels, with an emphasis on social media. As part of our small team, you will routinely play multiple roles and work with program, development, and administrative staff to support our overall conservation and fundraising work.

You will:

- Work as part of the communications team to oversee, maintain, and enhance our social media presence, including developing a social calendar, drafting copy, editing video content, and monitoring key metrics.
- Support and enhance our digital marketing efforts including paid advertising campaigns in Meta and Google.
- Implement Outdoor Council brand and style guidelines in all communications.
- Partner with the communications team to generate content ideas, develop campaigns, and shape the direction of WOC's social media and digital marketing efforts.
- Assist with website maintenance and content updates.
- Support the regular building of member emails, action alerts, and sharing of staff videos.
- Provide assistance with list building within our CRM as requested by other staff.
- Monitor database for data integrity issues, e.g. duplicate entries.
- Assist with data entry projects as needed.
- Support the work of equity and belonging at WOC.
- Attend and participate in annual staff retreat and staff days.
- Other duties as assigned.

About You

You have significant experience using social media and other digital marketing tools to connect with and engage specific audiences. Not only are you up-to-date on social media trends, best practices, and current and emerging platforms, but you are adept at employing a range of content types and modifying voice and tone to achieve a desired outcome. Communication, both written and verbal, is a strong suit for you. You know your way around ad campaigns in Meta and Google, and find it satisfying to dig into metrics to analyze the

effectiveness of newly implemented strategies. You have experience using professional video editing software (ideally Premiere Pro and other Adobe Creative Cloud apps) to create engaging short-form videos for social media.

You're a creative thinker who loves coming up with and trying new ideas. You love working in a collaborative team, but are self-driven, organized, and able to take ownership and leadership over your projects to make them your own. You take pride in the quality of your work, making sure that detailed instructions are followed consistently.

You have some experience in data management and value the importance of maintaining consistent data entry processes. You are experienced working on Macs and with the standard suite of office tools and technology. You aren't afraid to learn new systems. You are either comfortable with, or comfortable learning, how to share documents and other files in the Google Suite collaborative work environment.

You have a good sense of humor and are easy to get along with. You value the importance of doing a job well and on-time. You enjoy pitching in to help others when needed. You can handle multiple projects at the same time. You are good at asking for help when you need it. You are a good communicator both in-person and online.

And, you are committed to the mission of the Wyoming Outdoor Council and will support and contribute to our equity & belonging work.

We strongly encourage applicants from underrepresented groups to apply.

To Apply

Email a letter of interest explaining how your experience and skills make you the right person to join our team. Include a resume and three references (with contact and relationship information) to Misti Haase at misti@wyomingoutdoorcouncil.org (please put "Digital Communications Coordinator" in the subject).