



Communications Manager

The Communications Manager is a storyteller who will lead the organization's strategic and authentic communications. You don't just create beautiful content; whether digital or print; you're excited to adapt Shenandoah National Park's story for different audiences, features, and platforms. **The Communications Manager** will develop and implement internal and external communications for the organization to ensure that unified, consistent, and positive messages define and promote the Trust's identity, mission, and impact.

This position collaborates cross-departmentally to create inspiring, story-driven content that engages stakeholders and drives higher levels of donor and community engagement. Your work will make a lasting impact as you help shape the future of Shenandoah National Park.

Key Responsibilities:

Planning:

- Co-create and implement a data-driven, multi-channel communications plan and campaigns that enhance stakeholder interactions and promote the Trust's mission.
- Develop and manage a comprehensive content calendar for all communications.
- Create and manage a digital messaging strategy that drives stakeholder engagement and conversions.
- Partner with the Executive Director to apply an equity lens to all communications efforts.
- Maintain a deep understanding of the Trust's strategies, programs, and funding goals.
- Stay on top of industry trends, identifying and recommending new strategies to elevate the Trust's marketing and communications.

Website & Digital Optimization:

- Ensure that website messaging is updated regularly, clearly communicating the Trust's mission and vision.
- Drive conversions through strategic website content and updates aligned with fundraising needs.
- Optimize website performance, focusing on SEO/SEM strategies and overall web presence.

Content Creation & Distribution:

- Develop and produce a wide range of content including emails, website copy, blog posts, social media posts, newsletters, annual reports, press releases, presentations, videos, and more.

- Write press releases, serve as the primary media contact, and cultivate relationships with media outlets to secure coverage of the Trust's work.
- Oversee the production and distribution of seasonal newsletters and the annual report, working with writers, designers, and printers as needed.
- Lead digital fundraising campaigns, including email appeals, SMS, social media messaging, and digital advertising.
- Co-create customized donor content that drives high conversion, retention, and acquisition rates.
- Support and promote peer-to-peer fundraising efforts among supporters.
- Develop engaging virtual programs that tell the story of Shenandoah National Park for diverse stakeholders.

Collaboration & Support:

- Partner with the development team to align messaging and ensure communication efforts support fundraising goals.
- Ensure that sponsor and partner communication benefits are executed effectively.
- Lead efforts around local and global online giving days, driving engagement and donations.
- Support communications needs for in-person and virtual events, including documentation, promotion, and follow-up with attendees.
- Promote the sale of Shenandoah National Park specialty license plates through digital and print content.
- Liaison with the NPS communications team to ensure aligned messaging and co-hosted event communications.
- Co-manage shared interns with NPS and provide necessary communications support for joint initiatives, including Giving Tuesday campaigns.

Required Qualifications:

- 3-5 years of experience in communications, branding, marketing, or donor engagement.
- A strong portfolio of print and social media content that showcases your ability to create engaging, audience-focused work.
- A deep love for creating content, with a willingness to dive into both strategy and execution.
- Excellent creative skills in writing and video production, with a passion for storytelling.
- An understanding of donor insights and a commitment to keeping the audience at the core of your decision-making.
- Ability to juggle multiple tasks, adapt to new situations, and work effectively under pressure.
- A self-motivated individual with a strong work ethic, intellectual curiosity, and commitment to continuous improvement.
- Flexibility to work weekends and travel to Shenandoah National Park and surrounding communities as needed.

Key Success Factors:

- You understand the value of our supporters and make each interaction feel special.
- You get things done. You follow through on tasks, know how to prioritize, and ask for help when needed.
- You are passionate about Shenandoah National Park and the importance of public lands, embodying the Trust's mission in your work.
- You take ownership of your responsibilities, knowing that the success of this role is vital to the Trust's growth.

Shenandoah National Park Trust is an equal opportunity employer. We are committed to creating a diverse and inclusive work environment that welcomes individuals from all backgrounds and experiences. We encourage candidates who may not meet all the qualifications to apply.

Salary and Benefits: \$50,000-60,000 + 100% employee healthcare, 401K match, 20 days PTO, paid holidays, hiking, flexible work environment, and a Shenandoah National Park Pass. **To be equitable and transparent we post our salary ranges. We will not go above the salary range posted.**

Location: This position is based at the Trust's headquarters located in Charlottesville. We offer a flexible work schedule and encourage a healthy work-life balance.

How to Apply

To apply, submit your **letter of interest** and **resume** to Jillian Lum at jlum@snptrust.org with "Communications Manager" in the subject line. **Please, no phone calls.** Applications will be reviewed on a rolling basis and accepted until November 30, 2024.