
Application Deadline: Open until filled

Job Title: Communications Manager

Location: Portland, OR

Position Type: Full-time

Expected Start Date: Q1 2023

Who we are: The Freshwater Trust (TFT) is a non-profit leader in watershed analysis, restoration/ conservation program design, and implementation. Our team members are building tools and creating and testing new solutions that will help to create resiliency in our rivers. With a mission of preserving and restoring freshwater ecosystems, our approach is driven by science, data, and results (see our [Core Values](#)).

With headquarters in Portland, OR, TFT employs 55+ team members across Oregon, Idaho, Washington and California. We currently have three physical offices in Portland and Ashland, OR and Sacramento, CA with employees working a hybrid model. Understanding that work-life balance is important to long-term success, TFT offers flexible schedules. Our team members range in background and skillset; teams include philanthropy and fundraising, communications, science and analytics, restoration, legal, finance, and administrative and systems support. Currently embarking on a foundational strategic initiative, we seek a Communications Manager that will thrive in a collaborative, fast-moving environment.

Who you are: The Communications Manager is an experienced storyteller who will develop a strategic communications plan to implement across platforms. You excel at developing and implementing communications and marketing campaigns that include key performance indicators (KPIs) outlining a campaign's level of success, while also effectively capturing the voice of TFT. Possessing superb organizational, communication, and leadership skills, you are tech-savvy and proficient with different project management and email automation tools. With expertise collaborating with subject matter experts to develop communications strategies and plans, you are comfortable managing communications calendars, writing and editing blogs, press releases, pitches, campaign materials, and social media content on tight deadlines. This position reports to the Sr. Director of Advancement.

Position Responsibilities:

- In collaboration with the Sr. Director of Advancement, manage strategy, design, and content development for TFT's website and digital media platforms.
- Create content in multiple formats (e.g., longer form articles, social media, speechwriting, blog posts, PowerPoint decks, executive memos, etc.) across diverse audiences.
- Employ a sharp eye for editing content and copywriting.
- Plan for and produce audio-visual materials including video and web-based media as appropriate.
- Develop and carry out media strategy, including crafting compelling press releases, oversight of media relations, and tracking press coverage.
- Develop a digital advertising strategy.
- Proactively leverage news-making moments to drive awareness and interest in TFT.
- Oversee the growth of social media platforms.
- Track progress and effectiveness of communications and marketing activities through leveraging measurement tools against KPIs.
- People management responsibilities for the Communications Outreach Associate.

Desired Skills and Qualifications:

Background and skills (Don't count yourself out if you don't check all the boxes!):

- Excellent writing and editing skills with the ability to tell compelling stories and share takeaways and insights using clear language.
- Demonstrated content development including publication of articles to external audiences.
- Skilled at translating complex information into digestible language for multiple audiences.
- Awareness of trends in digital marketing.
- Solid understanding and working knowledge of Microsoft Office products, social media advertising, email marketing, etc.
- Experience in graphic design across multi-media products such as Adobe Creative Suite, Canva, PowerPoint, video, etc.
- Background in writing about the environmental sector.

Qualifications (Don't count yourself out if you don't check all the boxes!):

- Bachelor's degree in marketing, communications, journalism or related field, or demonstrated equivalent experience.
- 5+ years' experience working in public relations, communications, or marketing.

Seeking Perseverant, Creative and Energetic Candidates Who:

- Have a passion for the mission and values of TFT.
- Exhibit professionalism, confidence, intellectual curiosity, and resilience.
- Are simultaneously team-oriented and a strong individual contributor.
- Are fully vaccinated against COVID-19.
- Hold legal authority to work permanently in the US.

Compensation:

- Competitive salary based on experience.
- TFT believes in investing in our employees, their health, and future through our benefits offerings. Our total rewards package includes full health and dental coverage, automatic retirement employer contributions, commuter benefits and cell phone reimbursement. Because we are all in, we value getting out, and support our staff with 5 weeks of paid time off plus over 10 paid holidays per year. We also offer perks such as staff retreats, sabbatical for full-time staff after seven years, and professional development opportunities.

Application Instructions:

- Supply a Cover Letter, Resume, 3 references and 1-2 writing samples into a single PDF not to exceed 5MB
- Submit required information and documentation [here](#).

Interested candidates from historically underrepresented communities are strongly encouraged to apply. The Freshwater Trust is an equal opportunity employer and does not discriminate in its selection of candidates for employment on the basis of race, color, national origin, religion, sex or sexual orientation, marital status, disability, age, military service, family medical history, legal source of income, gender identity, political affiliation, or family leave obligations. ADA accommodations will be provided upon request.