



Position Title: Communications Manager

Accountability: The Communications Manager reports to the Director of Development

Responsibility: The Communications Manager is responsible for telling the story of Catawba Riverkeeper's mission to preserve, protect, and restore our waterways through education, advocacy, and engagement. The Communications Manager will use a variety of tools and channels to share Catawba Riverkeeper's messages. Examples include social media, email marketing, website, print media, and public relations. They will work collaboratively with other marketing professionals on projects that advance our mission.

The ideal candidate is curious. They want to learn about the history, ecology, and beauty of the Catawba River Basin as well as the threats and challenges facing our local waterways. They have a passion for storytelling and sharing the mission of Catawba Riverkeeper. They are comfortable translating complicated environmental science and policy topics into approachable messages for the public. They have the skills to present complex information in an engaging way.

Essential Functions:

- Create photo, video, graphic and written content for Catawba Riverkeeper.
- Promote the education, volunteer, and community science programs of Catawba Riverkeeper.
- Maintain a content calendar.
- Manage the Catawba Riverkeeper social media channels (Instagram, Facebook, LinkedIn, YouTube).
- Manage the Catawba Riverkeeper website and make updates as needed.
- Regularly meet with the Protect Team and the Program Team to learn and understand their communications needs.
- Provide materials for tabling events.
- Provide content for Ambassador Training.

Qualifications:

- Ability to manage multiple projects and priorities
- Highly organized (calendar management, digital asset management)
- Excellent written, verbal, social listening, and interpersonal communication skills
- Experience in email layout and copywriting best practices
- Experience in multichannel social media content best practices
- Intermediate level or higher photo and video editing skills
- Intermediate level or higher graphic design skills (ex. proficient in Canva)
- Must exhibit a passion for the mission of Catawba Riverkeeper
- Must be willing to work nights, weekends, and remotely as needed
- Must be able to lift at least 35 pounds
- Must maintain a valid driver's license at all times.
- Bachelor's Degree in a relevant field
- Frequent local travel required

Note: The Communications Manager does not manage the online presence of Catawba Riverkeeper's retail brands (The River Room, The Boathouse, Confluence).

Location: The Communications Manager will be based out of Catawba Riverkeeper's headquarters in downtown McAdenville, NC. Catawba Riverkeeper operates in a very flexible work environment so remote work days are possible and encouraged as appropriate. They will also be required to travel to various events and meetings within the Catawba-Wateree River Basin. Mileage is reimbursed.

Compensation: Annual salary will be in the \$47,000-\$55,000 range based on experience, plus benefits. Benefits valued at \$5,000-\$10,000 including paid time off (PTO), health insurance, dental, HSA, IRA match, and pro deal discounts on recreational equipment and apparel.

How to Apply: Applicants should email their resume and cover letter to diana@catawbariverkeeper.org. Interviews will be conducted on a rolling basis, as applications are received.

About Catawba Riverkeeper: Founded in 1997, the Catawba Riverkeeper Foundation was the 21st Waterkeeper organization in the United States. Now a part of an international movement of Waterkeepers that boasts over 400 local organizations, we preserve, protect, and restore the waters of the Catawba-Wateree River Basin for generations to come. Our 5,000 square mile river basin includes over 8,900 miles of waterways. We accomplish our mission in three ways:

- We PROTECT our river basin via enforcement resources, scientific fieldwork, and citizen action.
- We provide opportunities for people to ENGAGE with the river to have a better understanding of the importance of our natural resources.
- We EDUCATE students and the public on how they can make a positive impact on the water quality in our region.

Catawba Riverkeeper is a community focused organization supported by more than 6,800 members and volunteers located throughout a 26-county river basin that dedicate time, talent, and resources to ensuring the protection of the Catawba-Wateree River. Our professional staff of 14 and volunteer board of 18 guide the work of this passionate group of people.

Catawba Riverkeeper is an equal opportunity employer and considers candidates for employment without regard to race, color, creed, national origin, religion, age, gender, marital status, or sexual orientation.