



Position Description

Job Title: Communication & Engagement Specialist

Full-time/Non-Exempt: 40 hours/week

Reports To: Executive Director

Join the Movement: Protecting Wildlife and Inspiring Change with Denver Audubon

Founded in 1969, Denver Audubon is an independent chapter of the National Audubon Society. We are a conservation and education organization with the mission to inspire actions that protect birds, other wildlife, and their habitats through education, conservation, and research. We connect people to nature in our metro Denver community. Denver Audubon conducts formal and informal programs in schools, local parks, libraries, and in partnership with other organizations. We also offer field trips and adult education programs such as Beginning Birdwatching, Audubon Master Birder, and Community Naturalist Training. Our Conservation Committee works with the legislature and other environmental organizations on key issues affecting birds, other wildlife, and habitats. The Lois Webster Fund provides grants for non-game wildlife research and education projects.

Looking to make a positive impact on our planet? Look no further. Denver Audubon is dedicated to inspiring meaningful change in conservation and environmental education. Our team is passionate, collaborative, and driven by a shared love for wildlife and the natural world. Whether you're an experienced professional or just starting your career, Denver Audubon offers a place to develop, grow, and make a real difference. Learn more about what it's like to work with us and find your next career opportunity!

Position Summary

The Communications & Engagement Specialist will play a critical role in executing and managing Denver Audubon's communication and engagement strategies. This position is responsible for developing and implementing communication plans, increasing community engagement, and fostering long-term relationships with various stakeholders. The ideal candidate is a creative and organized professional who excels at content creation, social media management, and volunteer coordination.

Essential Functions

The essential functions listed below are intended only as illustrations of the various types of work that may be performed; the omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to be completed by the position.

Communications (50%)

- Develop and implement a comprehensive communication plan to support Denver Audubon's mission and strategic goals.



- Create and manage promotional materials, including flyers, newsletters, and other collateral, to effectively communicate key messages to target audiences.
- Manage Denver Audubon's social media accounts, including content creation, scheduling, and engagement across platforms.
- Identify and create compelling content by pulling information from existing sources and gathering new insights from committees, staff, and other stakeholders.
- Regularly update communication channels such as emails, websites, social media, and other platforms deemed effective for outreach.
- Coordinate with internal teams to ensure cohesive and consistent messaging and branding across all communication efforts.

Engagement (30%)

- Develop and execute engagement strategies that build lasting relationships from initial contact to long-term involvement, including ambassador programs and tabling events.
- Plan and manage monthly engagement events aimed at attracting new audiences, such as community members, new partners, and schools.
- Increase Denver Audubon's audience reach by identifying and cultivating new partnerships and engaging with diverse communities.
- Oversee the staffing, scheduling, and management of volunteers for tabling and engagement events, ensuring positive and productive interactions with the public.
- Capture and share impactful stories from the community and volunteers to highlight the impact of Denver Audubon's work.

Website Management (15%)

- Regularly update the Denver Audubon website with current and relevant content to ensure it remains a valuable resource for visitors.
- Work with internal and external stakeholders to ensure website content aligns with the overall communication and engagement strategies.
- Monitor website performance and user engagement, making recommendations for improvements as needed.

Other (5%)

- Oversee the public relations strategy, including liaising with PR professionals to enhance Denver Audubon's public image.
- Manage strategic partnership obligations, ensuring that commitments are met, and relationships are nurtured.



- Support the leadership team with other tasks as assigned, contributing to the organization's overall objectives.

General Functions

- Represent Denver Audubon in a positive and professional manner to the public, donors, and other key audiences.
- Participate in Denver Audubon events and fundraising functions.
- Attend staff meetings bi-monthly or bring concerns to other staff outside of the meeting.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities required of the employee for this job. Essential and marginal job duties, responsibilities, and activities may change at any time with or without notice. Please note that this role requires flexibility, including some evening and weekend work, to support events and programs.

Preferred Qualifications and Prerequisites

- 2-4 years of experience in a communications or engagement role, preferably in a nonprofit or mission-driven organization.
- Strong writing, editing, and content creation skills with an eye for detail and creativity.
- Proficiency in social media management and digital marketing tools.
- Experience coordinating volunteers and managing events is a plus.
- Excellent organizational skills with the ability to manage multiple projects and deadlines.
- Strong interpersonal and communication skills, with the ability to build relationships and work collaboratively with diverse groups.
- Familiarity with website management tools (e.g., WordPress) and basic graphic design skills are preferred.

Denver Audubon is dedicated to the principles of equal employment opportunity. We prohibit unlawful discrimination against applicants based on age 40 and over, race (including traits historically associated with race, such as hair texture and length, protective hairstyles), sex, color, religion, creed, national origin, ancestry, disability, military status, sexual orientation, gender identity, genetic information, or any other status protected by applicable state or local law.

Compensation: The pay range for this position is \$20-25 per hour depending upon experience.

Benefits: Monthly accrued paid vacation and paid sick leave. 9 paid holidays and 5 floating holidays between November 15th and the first week of January. Medical insurance coverage, Health Savings Account, comprehensive employee assistance program, 403(b) IRA or Roth IRA with



employer match, flexible schedule, hybrid location with some office time and some time spent in the field and in meetings with donors and class participants.

How to Apply (Application Deadline: Friday, October 4, 2024)

Submit resume and letter of introduction via e-mail with subject line “Application for Denver Audubon Communication & Engagement Specialist” to: Nicole Bopp, Executive Director, at Nicole@denveraudubon.org.

Applications will be reviewed as they are received, so we encourage you to apply as soon as possible. Only candidates selected to advance in the process will be contacted.