



**Position:** Communications & Media Relations Manager

**Reports to:** Executive Director

**Status:** Permanent, exempt, 1.0 FTE, 37.5 hours per week

**Hours:** Primarily weekdays, some evenings, weekends, and holidays required

**Compensation:** Salary = \$50,000 to \$70,000 DOE

**Benefits:** Medical plan. Dental plan. Vision plan. Retirement plan. Paid holidays. Accrued PTO and Sick Days. Sabbatical plan.

**Location:** Portland, Oregon

Help shape Oregon's future!

Founded in 1974 by Governor Tom McCall, 1000 Friends was created as a watchdog organization to protect Oregon's land use system. Now, 45 years later, we are responsible for the protection of the 61.3 million acres of our state's spectacular natural areas, rivers, lakes and streams, and our thriving working lands that contain some of the most productive lands in the world. Additionally, within the 800,000 acres inside of the Urban Growth Boundaries of our 241 cities and towns, we work to increase housing and transportation options and investments in parks and natural areas to maintain livability for a rapidly increasing population statewide. Join our team today!

### **Our Mission**

*Working with Oregonians to enhance our quality of life by building livable urban and rural communities, protecting family farms and forests, and conserving natural areas.*

### **Our Vision**

*The ultimate outcome sought by 1000 Friends is an Oregon in which all people share in the economic and ecological benefits of great communities and healthy working landscapes.*

### **Our Values**

*We believe in the uniqueness of Oregon and a livable state for all Oregonians.*

*A state that sustains with fruitful working lands and breathtaking iconic places.*

*A state that thrives because of great communities that welcome all.*

*A state we call home.*

### **Our Investments in Our Team**

1000 Friends of Oregon offers competitive compensation, 403(b)k or savings-plan matching for eligible employees, excellent benefits, flexible/family-friendly work schedules, generous paid vacation and sabbatical plan, and a collaborative work environment. We also provide professional development opportunities. As a result, you will find a culture that supports and inspires achievement and personal development.

## **Position Description**

1000 Friends of Oregon is seeking an exceptional Communications and Media Relations Manager to capture, transform and amplify our complex statewide work into a variety of compelling, personal, and impactful outputs. Your role is to inspire deep engagement with 1000 Friends, conveying the importance of Oregon's land use system and motivating action that advances our mission and program goals. You will serve as the primary communications staffer for our organization, maintaining strong familiarity with program activities and outcomes while collecting, creating, and curating content for diverse audiences. You will apply a lens of diversity, equity, and inclusion (DEI) to all communications, and wherever possible, center the stories of historically underrepresented groups of Oregonians (see Equity Statement above). You will manage the production and dissemination of media information as well as action alerts. You will manage our social media platforms, our blog, and the program pages of our website, and contribute program-related content to our monthly e-news as well as other non-program publications managed by our development team. You will also leverage a full suite of modern tools and technologies to develop and implement an effective audience growth and engagement strategy for 1000 Friends of Oregon, including our statewide network of partners and affiliates.

This is a unique position. You will report directly to the Executive Director and will work closely with both our Development Director and Deputy Director to ensure that the total communications needs of 1000 Friends are met. While you will not be directly responsible for fundraising communications, your work will feed into and complement those efforts, and you will be responsible for generating significant numbers of leads for membership cultivation by our fundraising team. You will collaborate with leadership, program staff, and the Marketing and Communications Committee to develop and deliver key messages, stories, publications, speeches, and events as needed to establish and foster strong relationships with key stakeholders and the press.

## **Responsibilities & Scope**

- Work in constant collaboration with senior and program staff in order to provide identified stakeholder groups with continuous and current information/examples that powerfully illustrate why Oregon's land use system and the work of 1000 Friends matters to them
- Expand our base of public support to include significant numbers of conservation-inclined registered Oregon voters, new Oregonians, and land-use focused stakeholders
- Bring, build and maintain a strong network of professional relationships, particularly with communications and media contacts, that will facilitate broad and deep impact
- Actively manage 1000 Friends' complex communications calendar (leveraging support of colleagues, interns, volunteers, and consultants as needed) to keep information flowing and to strengthen our statewide value proposition and deliver measurable outcomes
- Serve as a lead in our relationships with external communications consultants such as Strategies 360 (who currently provide a comprehensive suite of legislative communications services)
- Manage a complete suite of social media platforms (Facebook, Instagram, Twitter, LinkedIn, Youtube), ensuring regular updates and platform-optimized content to expand both audiences and engagements
- Produce visual content (videos, photographs, memes) for both print materials and web-based platforms that communicate 1000 Friends' values, stories, and advocacy positions
- Utilize and actively maintain an integrated instance of Vertical Response/Salsa Engage and Salesforce for the purposes of effective program communications

- Manage Drupal-based web pages and blog with an eye toward maximum SEO as well as improved conversion rates (new website launches in Spring 2019)
- Strategically elevate visibility for and public interest in the work of 1000 Friends of Oregon, acquiring at least 5000 emailable leads per year for membership cultivation by the development team
- Expand our earned media by serving as 1000 Friends' primary media contact and content manager, including production and dissemination of press kit, press releases, pitches, op-eds, articles, and technical reports, managing associated roll-out activities and events, and media tracking
- Actively invite and field public inquiries regarding 1000 Friends' programs
- Develop the membership of and serve as primary liaison to 1000 Friends' Marketing and Communications Committee, leveraging your and the committee members' skills and networks to expand visibility, favorability, and public support for 1000 Friends to the maximum extent possible
- Regularly assess overall program communications strategy and tools, making recommendations for changes and taking the lead in implementation as needed
- Maintain all data and files related to the position in accordance with organizational protocols and best practices, ensuring internal accessibility
- Collaborate in the development of a communications and media relations business plan for 1000 Friends of Oregon that aligns with the 1000 Friends' five-year strategic plan and prepares us for both the 50th anniversary of SB 100 (Oregon's land use law) and our 50th anniversary as an organization

### **Minimum Qualifications**

- At least 5 years of relevant communications and media relations experience, including at least 2 years in a senior position, and experience applying DEI principles
- Competency in cross-cultural and intercultural communications
- Expertise in nonprofit program communications, organizational social and digital media, media relations, complex project management, and related best practices
- Superb listening, writing, speaking, editing, storytelling, and deadline management skills
- Ability to rapidly filter and assimilate numerous inputs, including technical information, and expertly transform it into content that can be shared successfully with different audiences
- Exhibits grace under pressure, maintaining a positive and proactive attitude while juggling competing needs, priorities, and deadlines
- Strong eye for graphic design and aptitude for multimedia, multi-channel communication
- Record of successfully seeking and incorporating analytics and feedback for stronger communications outcomes
- Competence with primary organizational tools and technologies or similar (G Suite, Salsa Engage, Salesforce, Drupal, Adobe Creative Suite, Microsoft Office, Vonage)
- Comfortable taking responsibility for organizational narrative, related communications, and overall audience response and growth
- Proven ability to work effectively as part of a decentralized team
- Experience working proactively and directly with senior management
- Experience building nonprofit storytelling campaigns and thought leadership initiatives
- Readiness to travel regularly, and flexibility to work occasional evenings, weekends, and holidays as needed

### **Preferred Knowledge, Skills, & Experience**

- Familiarity with Oregon’s statewide land use system
- Familiarity with Oregon media outlets
- Experience communicating public policy and advocacy work
- Experience with nonprofit fundraising activities and milestone celebrations
- Professional graphic design, photography, and videography skills
- Fluency in Spanish

### **HOW TO APPLY**

To apply, submit a résumé, at least 3 references, at least 3 work samples, and a cover letter (2-page max) describing how your experience and skills match the needs of the organization. Provide these materials as a single PDF document and email them to [lily@friends.org](mailto:lily@friends.org) with “Communications & Media Relations Manager” in the subject line. This position will remain posted until filled.

### **Equity Statement**

We know that land ownership, as well as land use policies and processes, have not always been equitable. Land ownership has been racially restricted, land use entitlements have favored those with access to decision-makers, and public engagement in land use planning has not reached communities of color and communities with low incomes. Our work at 1000 Friends carries a special responsibility to address equity, diversity, and inclusion because we deal with land and the land use planning system. We think 1000 Friends must consider equity in the land use system while simultaneously working to accomplish our mission. We will work to achieve equity in the decisions that govern 1000 Friends and in the policies for which we advocate and use equity as one of our core metrics for evaluating the effectiveness of our work.

### **1000 Friends is an Equal Opportunity Employer**

Our commitment to diversity includes the recognition that our mission is best advanced by the leadership and contributions of men and women of diverse backgrounds, beliefs, and culture. Recruiting and mentoring staff to create an inclusive organization that reflects our character is a priority and we encourage applicants from all cultures, races, colors, religions, sexes, national or regional origins, ages, disability status, sexual orientation, gender identity, military, protected veteran status or other status protected by law.

***The successful applicant must meet the requirements of 1000 Friends background screening process.***