

Communications Coordinator

Location: Remote in Western North Carolina

Position Type: Full-Time

Salary: \$40,000 - \$45,000



About Champions for Wildlife:

We use the power of art to inspire children to become ambassadors for wildlife. Through fun, creative activities, kids build empathy, curiosity, and confidence—helping them grow stronger, feel connected, and want to protect the world around them. These hands-on experiences also support their mental health and help them see they are part of something bigger—creating a new generation of kids who care about nature and are ready to speak up for it.

Founded in 2022, Champions for Wildlife is a growing nonprofit based in Western North Carolina. Our in-school and community-based programs have reached thousands of children through our Wild for Art programs. We are now expanding our impact with the launch of the Discovery Den—an interactive online portal designed to connect children across the country to wildlife through accessible, inclusive art adventures.

We use art to help kids fall in love with wildlife—and want to protect it.

Position Overview:

We're seeking a detail-oriented and creative Communications Coordinator to help expand our reach, strengthen our brand, and bring our programs—including the new Discovery Den—to life online and in the public eye. You'll work closely with leadership to support content creation, social media, website updates, email marketing, and public outreach. This role is ideal for someone with strong digital communications skills who's excited to roll up their sleeves and make a real impact in a mission-driven environment.

Responsibilities

Donor & Community Engagement

- Assist in developing donor cultivation materials and outreach for Fund & Fundraising Committee efforts
- Launch or support one donor re-engagement campaign each quarter
- Collaborate with the team on donor thank-you calls, emails, and personalized videos (with background correction when needed)
- Help create promotional and engagement content for Kids Corner in partnership with the program team

Content Development & Digital Outreach

- Create, schedule, and manage engaging content across platforms including YouTube, Facebook, LinkedIn, and Instagram

- Design graphics, reels, and short videos using tools like Canva and Adobe Creative Suite
- Write compelling content for blog posts, newsletters, emails, and web pages—highlighting program stories, seasonal themes, and donor impact
- Finalize and implement a consistent newsletter strategy, including a repeatable format and aligned messaging
- Support the execution of donor journeys with personalized emails, BombBomb videos, and cultivation activities
- Help maintain a 3-month communications content calendar across social, email, events, and donor touchpoints

Discovery Den & Website Support

- Assist with the launch and ongoing updates of the Discovery Den, our online art and wildlife learning hub
- Upload and organize content on the Champions for Wildlife website (hosted by Firespring)
- Implement top-priority SEO updates and apply the finalized brand guide (tone, visuals, fonts)
- Monitor site and portal engagement, helping improve accessibility, reach, and user experience

Public Relations & Media Outreach

- Draft and distribute press releases, and pitch key stories to news outlets and relevant partners
- Support planning and execution of public outreach campaigns to raise awareness of programs like Wild for Art and Discovery Den
- Maintain and update media and influencer contact lists; support BombBomb and social media video messaging

Qualifications:

- Lives in Western North Carolina, preferably in Buncombe, Henderson or Polk County
- 2–4 years of experience in nonprofit communications, marketing, or public relations
- Strong writing and editing skills with a creative, mission-driven voice
- Experience managing organizational social media accounts and developing digital campaigns
- Comfortable using Canva, Adobe Creative Suite, and email platforms (e.g., Mailchimp, Constant Contact)
- Familiarity with website CMS (especially Firespring or similar platforms) and basic HTML
- Experience with Meta Business Suite, Google Analytics, and project tools like Monday.com

Attributes:

- Passion for wildlife, art, education, and empowering youth
- Detail-oriented with strong organization and time management
- Comfortable balancing multiple projects with shifting priorities
- A team player who's collaborative, dependable, and self-motivated
- Creativity and curiosity—able to think outside the box and tell compelling stories
- Background or interest in art, wildlife conservation, or environmental education

Benefits

- Competitive salary, commensurate with experience
- Fully remote work environment
- Discretionary Time Off (DTO) policy

- Professional development opportunities
- Opportunity to help shape an innovative, growing nonprofit

Note: Champions for Wildlife does not currently offer medical, dental, or retirement benefits.

How to Apply

Submit cover letter, resume, and portfolio or samples of previous communications, design, or writing work to Tashi Brewster, Executive Director at tashi@championsforwildlife.org.

Applications will be accepted until September 30, 2025, or until the position is filled. Early applications are encouraged.

Champions for Wildlife is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.