

# Communications Manager

Organization: Champions for Wildlife

Location: Remote

Position Type: Full-Time

Salary: \$50,000 annually

## About Champions for Wildlife:

Join us in inspiring the next generation of wildlife heroes through creativity and education! Led by a creative team passionate about wildlife education, the organization is growing, thriving, and making a difference in children's lives.

Champions for Wildlife is a non-profit dedicated to inspiring and empowering kids to become wildlife heroes through art and education. Founded in 2022, there has been exponential success within the classroom and in our Western North Carolina community. Our "Wild for Art" programs offer engaging wildlife art activities from within classrooms and throughout communities in North Carolina. We are also developing a family-friendly "Discovery Den" portal to provide educational wildlife art adventures online to reach kids beyond the state. There are other programs like the Red Wolf Gallery, a free resource with media to be used in efforts to increase awareness and advocacy of this critically endangered underdog.

## Position Overview:

This is more than just a job—it's an opportunity to help shape the future of a fast-growing nonprofit. As our first Communications Manager, you'll build this role from the ground up, crafting strategies and initiatives that amplify our impact and engage audiences nationwide. If you're a visionary communicator who thrives in a dynamic environment and loves creating something meaningful, this could be your dream job!

## Key Responsibilities :

### Outreach and Public Relations:

- Develop and implement strategic PR campaigns to raise awareness of our programs and mission.
- Write and distribute press releases, build media relationships, and secure media coverage.
- Represent Champions for Wildlife at public events, conferences, and speaking engagements.

### Content Creation and Digital Communications:

- Design and implement creative campaigns to engage audiences and drive awareness.
- Develop visually compelling graphics and videos using tools like Canva and Adobe Creative Suite.
- Write blog posts, newsletters, and other materials highlighting our programs and impact.

### Website Management:

- Develop and manage the "Discovery Den" portal on the website, curating wildlife art activities and adventures for families and kids.
- Ensure the website is updated, user-friendly, and aligned with our educational mission.
- Monitor website performance and user engagement to improve content strategy.

### Volunteer Relationship Building and Events:

- Identify and build new relationships with volunteers locally and remotely for support in all areas of the organization.
- Organize and lead volunteer appreciation activities and gatherings to foster a strong volunteer community.

- Plan, organize and lead special events, and community outreach initiatives.

## **What You'll Bring:**

- Bachelor's degree in Communications, Public Relations, Marketing, or a related field.
- 3–5 years of experience in communications, PR, or similar roles, preferably in the nonprofit sector.
- Strong skills in social media management, content creation, and graphic design.
- Experience managing websites and online portals (our new website is being developed by Firespring).
- Proficiency with tools such as Canva, Adobe Creative Suite, Meta Business Suite, and email marketing systems. Experience with Monday.com is ideal as we use it to manage the organization.
- Excellent written and verbal communication skills.
- Proven ability to manage multiple projects and meet deadlines.
- Experience in volunteer relationship building, engagement, and event planning is highly desirable.
- Bonus: Experience in art, particularly related to wildlife or educational programs.

## **Personal Attributes :**

- Passion for wildlife conservation and education.
- Creative thinker with the ability to engage and inspire diverse audiences.
- Self-starter with strong organizational skills and attention to detail.
- Collaborative team player with strong interpersonal skills.

## **Compensation and Benefits:**

At Champions for Wildlife, we value our team members and offer:

- \$50,000 annual salary
- Fully remote work environment
- Discretionary Time Off (DTO) policy – We believe in flexibility and trust our employees to manage their time off responsibly.
- Professional development support – Opportunities to grow and refine your skills.
- Opportunities to make a real impact while working with a passionate and collaborative team.
- Please note: Champions for Wildlife does not currently offer medical, dental, or retirement benefits.

## **How to Apply:**

Submit a cover letter, resume, and portfolio of previous work to Tashi Brewster, Associate Director, [tashi@championsforwildlife.org](mailto:tashi@championsforwildlife.org)

Applications will be accepted until February 21, 2025. Early submissions are encouraged as the position may be filled prior to the deadline.

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