



TRUSTEES FOR ALASKA

PROTECT | DEFEND | REPRESENT

Position Title: Digital Communications Manager
Supervisor: Communications Director
Position Status: Full-time, Non-Exempt

General description of position:

Working with the communications director, the digital communications manager will implement and help set digital communications strategies for Trustees using a range of online systems, including social media, email or texting tools, websites, and other online platforms. This work will include building content, working within coalitions to add capacity, working with clients to support their digital communications, and working with Trustees' staff and board members when creating content about lawsuits and issues, and when doing organizational storytelling.

The manager will also work closely with the development and administrative directors to increase supporter engagement, bring in new donors, and build stronger relationships with supporters. Daily work would include but is not limited to meeting the following objectives:

- Creating social media, email marketing and website content and advertising that builds visibility for Trustees and its issues, and helps bring more supporters into the work.
- Tracking analytics, managing data, preparing reports, and evaluating results to revise and strengthen messaging while aligning with Trustees' core values.
- Helping build or implement campaigns and communications plans that support organizational, client and coalition goals.
- Contributing to growing social media audiences and engagement for Trustees, clients and partners.
- Driving narratives centered on justice, climate action, and the caretaking of land, water, and communities.
- Support outreach and fundraising campaigns by helping with event coordination and promotion, and implementing strategic online actions around giving days, appeals, and other development work.
- Oversee the management of Trustees' image portfolio.

Skills and experience

This opportunity requires knowledge of Alaska issues, and a commitment to social equity and racial justice, along with an eagerness to understand how these issues play out in communities impacted by pollution, industrialization, and the climate crisis. Other qualifications required include:

- Experience communicating ideas, concepts, and stories through digital media platforms.
- Two years of experience doing digital media work in a professional setting.
- Ability to do basic maintenance and updates on websites and email messaging platforms.
- Knowledge of digital media tactics, strategies, and analytics, including how to use quantitative and qualitative measures to improve future messaging content, tactics and strategy.
- Visual messaging skills and experience.
- Understanding and sensitivity to confidential information and unique attorney/client relationships in a law firm.
- Strong writing/editing skills.

- Strong interpersonal skills and the ability to foster and work within a collaborative, team-based environment.
- Effective time management skills.
- Collaborative interpersonal skills, humility and good humor.

Working Conditions:

- 40-hour work week with additional night and weekend hours, as necessary;
- Dog-friendly office;
- Collegial and supportive work environment; and
- Possible travel, including to remote areas by small boat, plane, or snow machine.

Salary and benefits

This is a full-time position with benefits that include paid leave, sick time, and medical/dental/vision, along with flexibility for in-office and remote work. The salary range is \$45,000–\$50,000.

How to apply

- Please email a resume and cover letter to Ashley Boyd at aboyd@trustees.org.
- Please include a few examples of digital media work.
- Please put DIGITAL MANAGER in the subject line of the email.
- Interviews will be conducted on a rolling basis until filled.

Trustees is an Equal Opportunity Employer

We commit to equity, diversity, and inclusion, and are an equal opportunity employer. We value the varied life experiences all people can bring to our work. We make employment decisions based on organizational needs, job requirements, and individual skills and qualifications. We prohibit harassment and discrimination of any kind, including related to race, sex, age, culture, ethnicity, gender identity and expression, nation of origin, languages spoken, parental status, veteran's status, color, education, religion, medical history, disability, and sexual orientation. Respecting each other is an integral part of our organizational culture, and we cultivate a work environment that recognizes the strength of diversity and the contributions everyone can bring to our mission. We make gratitude, kindness, and a supportive work environment central to the way we work together.