



TRUSTEES FOR ALASKA

PROTECT | DEFEND | REPRESENT

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

General description of position:

The communications specialist will assist in creating and distributing written and visual content via Trustees' newsletter, website, and social media platforms. The work will include building written and visual materials, supporting the communications work of clients and coalitions, and helping with outreach and fundraising events and other organizational development work. This position will center on planning and implementing communications through digital platforms and growing the effectiveness of Trustees communications in those spaces.

Roughly 50 percent of this position's workload will involve building, scheduling, monitoring, evaluating, and reporting on social media, along with assisting with website maintenance, content building, and updates; about 25 percent will center on organizational work and communications around fundraising and donor/supporter development; about 15 percent will include assisting with the newsletter and news media work; and about 10 percent will involve coalition and client support. The position's role includes, but is not limited to, the following work:

- Create and post on Trustees' social media platforms. (Facebook, Instagram, Threads, LinkedIn, X, etc.).
- Interpret analytics and data, do monthly reports on social media activity, and evaluate results to strengthen, grow and build visibility on these platforms.
- Do website maintenance, create and upload website content, and create website pages as needed and assigned.
- Support outreach and fundraising campaigns by helping with event coordination and promotion, and creating and promoting content around giving days, appeals, and other development work.
- Assist with writing, editing, and distributing newsletters
- Assist with press pieces and reporter outreach.
- Edit photos and do basic graphic work for use across Trustees' communications program.
- Help build or implement campaigns and communications plans that support organizational, client and coalition goals.
- Oversee and update Trustees' photo library and news media tracking.

Skills and experience

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

- Experience communicating ideas, concepts, and stories through writing, visuals, and digital platforms.
- Two years of experience doing communications work in a professional capacity.
- Experience writing content as public messaging and/or for publication.
- Knowledge of and experience with WordPress and Google analytics is ideal; experience with Constant Contact is helpful, not required.

- Basic visual design and messaging skills and experience through platforms like Canva or Adobe Suite.
- Experience creating content within an established and coordinated editorial process that determines, edits, distributes, and evaluates communications materials.
- Understanding and sensitivity to confidential information and unique attorney/client relationships.
- Strong interpersonal skills and the ability to foster and work within a collaborative team; experience working in coalitions or collaborative groups is ideal, but not required.
- A commitment to providing and receiving clear and thoughtful feedback to make sure the communications program effectively and accurately represents Trustees' work and role.
- Good time management skills and ability to undertake and complete projects and tasks as assigned.

Working Conditions:

We work a 40-hour week using a flexible work-from-home and in-office hybrid model. Our office environment is supportive and dog- and child-friendly. We occasionally travel, including to remote areas. We prefer the position be based in Anchorage, Alaska.

Salary and benefits

This is a full-time position with benefits that include holidays, paid leave, sick time, and medical/dental/vision, and opportunities for professional training and growth. The salary range is \$54,000 to \$59,000.

How to apply

- Send a cover letter, resume, and samples of writing and visual content to Ashley Boyd at aboyd@trustees.org.
- Put "communication specialist" in the subject line of the email.

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.