



Job Title: Director of Communications and Storytelling

Reports to: Executive Director

FLSA Status: Full-time, Exempt

Salary: \$75,000-\$85,000 per year

To apply: Send a resume, cover letter and writing sample to acfjobs@alaskaconservation.org with the subject line "Director of Communications and Storytelling". Position is open until filled.

BACKGROUND

Alaska Conservation Foundation (ACF) protects Alaska's public lands and waters and builds resilience to climate change by supporting grassroots advocacy, leading collaborative climate change adaptation efforts, and continuing to strengthen Alaska's conservation movement. Our goal is to share the stories of our varied and complex work to raise awareness and effectively engage local and national audiences. Doing this well requires an appreciation for Alaska's Indigenous communities who have stewarded iconic lands and waters for millenia, and awareness of the impacts of colonization, natural resources development, and context for the history of western conservation.

The Director of Communications and Storytelling role offers opportunities for innovation and leadership in ACF's future direction, guided by our strategic goals:

- Increase overall conservation investments in Alaska
- Directly support grassroots organizations through grantmaking in Alaska whose work aligns with our mission
- Elevate Indigenous voices and the perspectives of other underrepresented people in all our work
- Build and strengthen large landscape-level conservation collaborations with Alaska communities, Tribes, government agencies, and organizations
- Strengthen and sustain the Alaska conservation movement

GENERAL FUNCTIONS

The Director of Communications and Storytelling thoughtfully and creatively engages our various core audiences in our work through our communications, marketing and media. Core audiences include donors, funders, grant recipients, and community, nonprofit, Tribal, university, and government organizations. Effectively communicating with both Alaskans and out of state supporters are equally

important. This position expertly conveys the work of ACF and our priorities across a wide variety of platforms and mediums including creation of digital, web and print content. Recognizing the work of ACF is rich and varied, this position provides the vision and professional skills necessary to engage across all of our initiatives and grantmaking programs to proactively implement a communications plan that uplifts the impacts of our work and the stories of our partners around the state.

This essential member of the ACF staff will work independently under the supervision of the Executive Director and be responsible to and collaborate closely with others that represent the various work areas of ACF. This is an excellent role for an independent and highly detail-oriented person who is passionate about the people of Alaska and the lands and waters that sustain them and who enjoys utilizing creative expression in ways that are meaningful, engaging and inspirational.

DUTIES AND RESPONSIBILITIES

- Works independently to ensure the mission, vision and values of the organization are reflected throughout ACF's communications, marketing, storytelling, and branding;
- Develops, implements and oversees an annual communications plan including key deliverables like our annual report and our twice per year spring and fall appeals;
- Leads the creation and management of an annual communications budget;
- Supervises the Communications Specialist to design and implement storytelling in collaboration with ACF staff and partners that integrates programmatic work, grantmaking outcomes, development goals, and a broader understanding of conservation issues in Alaska;
- Works with ACF leadership and staff to proactively prepare and implement communications and engagement campaigns and strategies for our diverse strategies and approaches as an organization;
- Cultivates and nurtures trusted relationships and partnerships with ACF's many partner entities (nonprofits, agencies, Tribes, Indigenous organizations, and others) to facilitate story sharing;
- Manages and monitors ACF's brand, ensures brand guideline consistency across platforms;
- Increases visibility of our work and the work of our partners through electronic and traditional communications, including website, social media and/or other content creation and accessibility;
- Oversees the management of social media platforms to consistently share our work with the community and amplify the work of our partners;
- Monitors and tracks media coverage related to ACF projects and our funded efforts, amplifies coverage and if needed prepares interventions/responses in collaboration with with ACF staff and partners;

- Represents ACF in various capacities, including providing project related presentations and/or media interviews as needed, as well as developing trusted relationships with state, local and national media to amplify key narratives;
- Supports occasional events ACF hosts to further our mission and develop deeper relationships with donors;
- Travels as necessary to conduct storytelling efforts and represent the organization;
- Other duties and special projects as assigned.

QUALIFICATIONS/SKILLS/EXPERIENCE

The ideal candidate will possess many of the following professional and personal knowledge, experiences, skills, and abilities:

- 4 years or more of experience in storytelling, communications, event planning, marketing, or related field preferred, with a preference for individuals who have completed this work in Alaska;
- Supervisory experience and managing team projects preferred;
- Desire to integrate justice, equity, diversity, and inclusion, and commitment to elevate a wide range of voices in stories and media products as well as daily work;
- Ability to communicate clearly and compellingly to a variety of audiences to help grow understanding and support for ACF's work and the work of its partners while at the sametime embracing values-based and ethical communications practices;
- Demonstrated track record in building and maintaining trusting and effective relationships with a variety of partners, managers, and staff;
- Strong knowledge, appreciation, experience, and commitment to working with Alaska Native peoples, Tribes and Indigenous organizations;
- Experience covering and highlighting the work of nonprofits, Tribes, Indigenous organizations and other community leaders in conservation and climate adaptation;
- Demonstrated success in working independently, with the ability to problem-solve complex problems, prioritize and implement multiple tasks simultaneously, meet deadlines and manage multiple projects;
- Demonstrated experience designing and developing a portfolio of impactful digital stories with a demonstrated understanding of how to use traditional and emerging media for effective dissemination of stories;
- Demonstrated success with collaborative projects working effectively as a member of a team, with people from a variety of different racial, ethnic, socioeconomic, educational, religious, sexuality, gender, and generational backgrounds;

- Excellent verbal and written communication skills; excellent listening, interviewing and other interpersonal skills;
- Skilled in graphic design, photo editing, Canva, WordPress, and Adobe; Proficient with video and audio editing, standard office software including but not limited to Microsoft Office: Word, Excel, PowerPoint, Google suite, and other general office software;
- Mentally agile, maintaining a skeptical and inquisitive mindset, always looking for opportunities to improve and to incorporate creative means to achieve work goals.

WORK LOCATION

- Alaska Conservation Foundation's office is in Anchorage, Alaska but we are open to work from home and remote work locations within Alaska or possibly other locations.
- The majority of the work is conducted in an office, home office, or conference room. Occasional periods outdoors may be required.
- Occasional travel may be necessary.

BENEFITS

- Health Benefits: Low-cost health, Dental, Vision plans; Life and AD&D insurance; Long-term disability; Health Savings Account to satisfy health deductible, 403(b) retirement plan with up to 7% company match after 1 year of service;
- Work-Life Balance Benefits: Generous paid time off; 12 paid holidays, parental leave, bereavement, and flexible schedules.

Disclaimer: *The information provided in this description has been designed to indicate the general nature and level of work performed within this job. It is not designed to be interpreted as a comprehensive inventory of all duties, responsibilities, qualifications, and working conditions required of employees assigned to this job. Management has sole discretion to add or modify the duties of the job and to designate other functions as essential at any time. This job description is not an employment agreement or contract.*