

**Job Opening: Communications Director**  
**Please apply by July 19, 2019**

Western Landowners Alliance (WLA) seeks an energetic and effective communications director to advance external relations for our rapidly growing West-wide non-profit organization. Preferred location is Santa Fe, New Mexico, though alternative arrangements may be considered. Travel and occasional evening and weekend work is required.

The communications director will manage and produce external communications for the organization, including strategic communications planning, media relations, social media, website, newsletters, advertising and publications. The communications director will report to the executive director and work directly with communications consultants and members of the WLA staff.

**RESPONSIBILITIES**

- Ensuring effective, positive and consistent external communications;
- Production of publications and other printed materials, including writing, editing, photography and oversight of graphic design, printing and distribution;
- Maintaining an updated, dynamic website, including creating and posting content and updating blog;
- Developing and implementing communications strategy for all WLA social media platforms including Facebook, Instagram, and Twitter; creating and coordinating posts in all platforms; managing staff participation in social media;
- Designing and implementing digital media campaigns in support of WLA programs and initiatives,
- Media relations including the development and writing of op-eds and press releases, feature profiles, radio interviews, and other media exposure;
- Coordination, development and distribution of special communications such as film profiles and multi-media projects;
- Developing a WLA brand book, including internal style guide and branding guidelines;
- Writing, editing, design and distribution of printed and electronic newsletters, annual reports, announcements and invitations;
- Collaboration on communications and messaging with organizational partners;
- Communications support for policy and program staff.

## DESIRED QUALIFICATIONS

- Bachelor's degree and at least five years of experience in communications and/or journalism, preferably including experience with land use, agriculture and natural resource management issues
- excellent written and oral communication skills
- experience with social media platforms and Wordpress website management
- proficiency with Microsoft Office, Google Suite, Adobe and MailChimp software and graphic design software
- basic IT skills
- excellent proofreading and editing abilities
- good listening skills
- good time management
- highly organized and detail oriented
- demonstrated ability to work independently and as a team member.

Please send cover letter, resume, a writing sample, and contacts for three professional references to Jennifer Lind at [jlind@westernlandowners.org](mailto:jlind@westernlandowners.org) by July 19, 2019.