



Position: Digital Communications and Engagement Coordinator

Reports to: Communications Manager

Status: Permanent, exempt, 1.0 FTE, 37.5 hours per week

Hours: Primarily weekdays, some evenings, weekends, and holidays required

Compensation: Salary = \$45,000 - \$55,000 per year DOE. Medical plan. Dental plan. Vision plan. Retirement plan. Paid holidays. Generous paid vacation & sabbatical plan.

Location: Oregon (main office in Portland, satellite office in Grants Pass, remote option allowed). This position requires regular travel around the state.

Help shape Oregon's future and work at one of the 100 Best Nonprofits to Work For in Oregon!

As Oregon's only statewide land use watchdog, 1000 Friends works with Oregonians to improve our quality of life by building livable and lovable cities and towns, protecting family farms and forests, and conserving natural areas. 1000 Friends achieves these efforts by building power with Oregonians across the state through land use policy research, advocacy, mentorship and programming, coalition-building, and enforcement. And, as a result of these efforts, Oregonians continue to take care of the only statewide watchdog; the majority of funding, year after year, comes from individual donations.

In 2023, Oregon faces similar pressures to those of the 1960s and 70s: historic amounts of federal stimulus dollars for jobs, transportation, housing, and energy projects. The pressure to irreversibly pave over our farms, forests, and watersheds mounts. But, 1000 Friends is built to work with communities to guide these dollars in ways that improve our quality of life for generations to come. Oregonians continue the strong tradition of resisting pitting two good things against each other like our environment vs. jobs. We continue to show we can build a diversified economy of the future and ground ourselves in nature.

We rely on membership and public events and surveys to ensure we are responding to the most timely issues. We also incorporate polling results. For example, 68% of respondents hope Oregon will limit the construction of new homes in fire-prone areas. Oregon Values and Beliefs Center Survey, June 29, 2022. 71% of Oregonians said they would oppose allowing local governments to permit housing developments in areas currently protected as farm and forestlands. DHM Research, March 16, 2023.

Position Description

1000 Friends of Oregon is excited to announce a new position to build on a growing, inspired, and engaged membership. The Digital Communications and Engagement Coordinator captures stories, creates content, and communicates our land conservation and development efforts in compelling, personal, and impactful ways through multimedia and written media. The Coordinator assists the Communications Manager in creating and managing 1000 Friends' comprehensive communications strategies. Specifically, the Coordinator leads 1000 Friends of Oregon's social media platforms, digital



events, and certain special projects. The Coordinator conveys the importance and connection of our land conservation and development efforts with a broad and diverse audience of Oregonians.

The Coordinator helps 1000 Friends connect with audiences in authentic, memorable, and meaningful ways using diversity, equity, and inclusion (DEI) principles. The Coordinator will be supported with a full suite of modern tools and technologies to develop and implement communications projects.

Your direct supervisor will be our Communications Manager. You will collaborate with all staff to meaningfully and authentically connect with Oregonians about 1000 Friends' programs. You will collaborate with leadership, program staff, and development staff to develop and deliver key messages, stories, publications, speeches, and events to establish and foster strong relationships with key stakeholders and the press.

Responsibilities & Scope

60% Storytelling: Creator, Copywriter, Producer, Editor

- Collaborate with staff to produce multimedia stories (reels, short-form videos, audio, etc.) for our variety of platforms, focusing on identified stakeholder groups, including activists, supporters, and key partners, with continuous and current information/examples that powerfully illustrate why Oregon's land use system and the work of 1000 Friends matters to them.
- With support from fellow communications staff, collaborate with program staff and development staff to help create and edit written content for digital use in a variety of formats (e.g., email alerts, social media, web posts) that encourages recipients to take action to further positive land use outcomes (e.g., to support or oppose proposed legislation, to participate in local land use decisions, support 1000 Friends of Oregon, etc.).
- Collaborate with staff to produce, as needed, materials to support our [local affiliated groups](#).
- Collaborate with staff to produce supporting materials for use in their outreach and educational activities (e.g., slide decks, case for support).
- Produce our Oregon Stories e-newsletter and Legislative Recap (after the short or long legislative session each year).
- Utilize Salsa Engage and Salesforce to create regular, optimized, and engaging email blasts for effective program communications.
- Participate in feedback and review processes with fellow content producers, offering and receiving constructive and creative critique based on audience needs and shared strategies.

15% Platform Management

- Manage social media platforms (currently Facebook, Instagram, LinkedIn, Threads).



- Manage the organization's social media calendar, collaborating with fellow communications, program, and development staff to create dynamic, engaging, and informative content on each of our social media platforms.
- Moderate comments and messages, and interact with other accounts to draw organic traffic, helping raise awareness and connections with current followers on each of our social media platforms.
- Monitor trends and work with the communications team to develop new social media content strategies to increase the number of high-quality followers and engagement on each of our social media platforms.
- Propose new approaches to current and future platforms (add, remove), acknowledging technology is ever-changing. For example, in 2023, 1000 Friends opted out of the X platform because it did not align with our community standards.
- Work with communications manager to ensure social media calendar aligns with overall communications calendar, making strategic adaptations to posts and scheduling as needed
- Assist in website management to keep content accurate, relevant, and responsive to visitors.
 - Execute day-to-day upload of events, blog posts, and banners and collaborate on updates to marketing pages, helping to maintain style and brand standards.
 - Suggest changes to increase SEO.
 - Monitor for functionality (dead links, broken forms, etc) and make changes as needed.

15% Special projects

- Collaborate on discrete projects throughout the year, such as anniversary celebrations, annual report, anticipated website and marketing tool upgrades, webinars, and other digital engagement opportunities.

10% Administration

- Consistently and regularly update project statuses in our project management system (Asana), helping the team to work together to complete goals.
- Maintain upload and organization of our photo library.
- Collaborate with fellow communications staff on maintaining house style and production standards.
- Cross-train with fellow communications staff to help maintain a collaborative and balanced environment.
- Maintain all data and files related to the position in accordance with organizational protocols and best practices, ensuring internal accessibility.
- Collaborate with the communications manager in annual planning to recommend improvements to the overall program communications strategy and tools.
- Other duties as needed



Minimum Qualifications

- At least 1 year of relevant communications experience (e.g., changing culture and behavior for an audience)
- Proven ability to apply diversity, equity, and inclusion principles to communications (e.g., approaches to storytelling, accessibility features, cultural awareness and competency for communications content, and timing of release)
- Familiarity with organizational social and digital media, project management tools
- Curiosity and passion to solve problems, listen, write, speak, edit, tell stories
- Ability to rapidly filter and assimilate numerous inputs, including technical information, and expertly transform it into content that can be shared successfully with different audiences
- Record of successfully incorporating analytics and feedback for stronger communications outcomes
- Expertise in primary organizational tools and technologies or similar (Google Workplace, Google Analytics, Facebook Business Manager, Salsa Engage, Salesforce, Drupal, Adobe Creative Suite)
- Comfort taking responsibility for organizational narratives, communications, and overall audience response and growth
- Proven ability to work effectively as part of a decentralized team
- Experience building nonprofit storytelling campaigns and thought leadership initiatives
- Readiness to travel throughout Oregon to capture interview footage, landscape aerials, and more content, and flexibility to work occasional evenings, weekends, and holidays as needed

Preferred Knowledge, Skills, & Experience

- Strong graphic design capabilities utilizing the Adobe Suite of programs and an aptitude for multimedia, multi-channel communication
- Ability to manage and complete projects on Asana
- Familiarity with Oregon's statewide land use system
- Familiarity with Oregon media outlets
- Experience communicating public policy and advocacy work
- Experience with nonprofit fundraising activities and milestone celebrations
- Professional photography and videography skills
- Fluency in Spanish*

*1000 Friends offers additional compensation for this skill and experience, recognizing the value that diversity of cultures and languages brings to the movement.

HOW TO APPLY

To apply, submit a resume, 3 professional references, 3 work samples, and a cover letter (1-page, single-sided) describing how your experience and skills match the needs of the organization. Provide these materials as a single PDF document and email them to jobs@friends.org with "Digital



Communications and Engagement Coordinator” in the subject line. Deadline for the first round of applications is Wednesday, June 12, 2024. Applications will be reviewed on a rolling basis until the position is filled.

We are most interested in finding the best candidate for the job, who may be someone who doesn't meet every qualification listed. Do not sell yourself short. If you are interested in applying, we encourage you to think broadly about your background and qualifications for the role.



Our Investments in Our Team

1000 Friends of Oregon offers competitive compensation, 100% employer-paid medical and dental for employees (80% for dependents), 403(b) retirement plans with employer matching for eligible employees, employer-paid short-term and long-term disability insurance, Employee Assistance Plan, flexible/family-friendly work schedules, generous paid vacation, sabbatical plan, and a collaborative work environment. 1000 Friends of Oregon also provides professional development opportunities. As a result, you will find a culture that supports and inspires collective and personal achievement.



Covid Vaccine Requirements

1000 Friends of Oregon requires all staff to be vaccinated and take precautionary measures to keep staff and members healthy and safe. If you need medical or religious accommodations please speak with the Operations Manager, Lou Ocampo. All new hires will be given 6 weeks to be fully vaccinated from start date. Full policy available upon request.

Working Environment

We work in a hybrid work environment with the option to work from our main office in Portland, from home, or some combination. Work environment includes desk work with a sit/stand option, using a computer extensively, and this position requires regular travel.

Equity Statement

We know that land ownership, as well as land use policies and processes, have not always been equitable. Land ownership has been racially restricted, land use entitlements have favored those with access to decision-makers, and public engagement in land use planning has not reached communities of color and low-income communities. Our work at 1000 Friends carries a special responsibility to address equity, diversity, and inclusion because we deal with land and the land use planning system. We think 1000 Friends must consider equity in the land use system while simultaneously working to accomplish our mission. We will work to achieve equity in the decisions that govern 1000 Friends and in the policies for which we advocate and use equity as one of our core metrics for evaluating the effectiveness of our work.

1000 Friends is an Equal Opportunity Employer

Our commitment to diversity includes the recognition that our mission is best advanced by the leadership and contributions of men and women of diverse backgrounds, beliefs, and cultures. Recruiting and mentoring staff to create an inclusive organization that reflects our character is a priority and we encourage applicants from all cultures, races, colors, religions, sexes, national or regional origins, ages, disability status, sexual orientation, gender identity, military, protected veteran status or other status protected by law.