



Wyoming Outdoor Council

Job Title: Communications Manager

Reports to: Associate Director

Type of Work: Full-time, Salaried

Classification: Exempt

Start Date: ASAP

Location: Lander, WY, remote position negotiable

Deadline to Apply: Applications reviewed on May 30 and will be accepted until position is filled

Starting salary: \$55,000-\$60,000

About the Organization

Founded in 1967, the Wyoming Outdoor Council is the state's oldest independent conservation organization. We use western science and Indigenous traditional ecological knowledge as well as legal and policy expertise to advocate for public land, wildlife, clean air and water. We seek lasting change by striving to meet people where they are, valuing diverse perspectives, building coalitions, and practicing reciprocity. We hold government agencies, lawmakers, and industries accountable for decisions that threaten the land, wildlife, clean air and water we depend on. We are a steadfast and trusted conservation voice at the state legislature. We are a membership organization, and we support and empower people to be effective advocates in their communities.

We offer a flexible, collaborative, and team-based environment with significant opportunities to take on strategic leadership, and competitive compensation offered in tandem with an excellent benefits package. This includes health, vision, dental, and disability coverage (where WOC pays 100% of the employee's premiums); a 403(b) retirement plan with up to a 5% WOC match, paid sick leave (up to 30 days), 15 days of vacation to start plus additional discretionary days off, 11 paid holidays; a health reimbursement account, a cell phone stipend, 12 weeks of paid family leave (available twice, after 18 months of employment); and the opportunity for 8 weeks of sabbatical leave every five years.

The Outdoor Council is an equal opportunity employer. We prioritize fairness in salaries across the organization and the scope of responsibilities may change depending upon experience. WOC is committed to building a diverse staff, board of directors, and an organizational culture of equity & belonging where we live our values.

Our Values

- We are dedicated to protecting Wyoming's environment and quality of life now and for future generations.
- In our conservation work, we lead with humility. We value diverse perspectives. We are solutions oriented.

- In our words and actions, we contribute to a respectful and equitable workplace where everyone feels a genuine sense of belonging.
- We seek creative solutions to tough problems. We are flexible and willing to change course if something isn't working.
- With kindness and honesty, we communicate directly. We respond to feedback with openness and a growth mindset.

About Your Role

You work collaboratively with the graphic designer as well as the program and development teams to ensure the overall success of the organization and its conservation work. You and the graphic designer are key members of the broader communications team—responsible for evaluating, building, and implementing a strategic communication and marketing plan that strengthens the Outdoor Council's brand, reflects our commitment to equity, diversity and inclusion, and helps achieve the organization's conservation, legislative, and fundraising goals.

You are responsible for creating written content, managing the production of this content, and ensuring that strategy is executed efficiently and effectively. Your goals are to build awareness, engage audiences, and influence conservation action in the state. You supervise the production of newsletters, stories, reports, and other materials including our social media presence. You ensure a positive public presence for WOC through earned and owned media channels. You proactively recognize, prepare for, and facilitate external communication opportunities.

You will:

- Serve as the lead writer for communications projects, including: newsletters, reports, fact sheets, action alerts, web pages, event materials, and all other print and digital communications
- Develop, implement and measure media relations strategies; cultivate and maintain contacts with local and regional media; identify and pitch stories; connect journalists with staff for interviews; and respond to inquiries from reporters
- Manage and serve as a team lead of our social media presence, including Facebook, Instagram, Twitter and YouTube
- Plan campaign communications in collaboration with Outdoor Council staff by developing key messages, talking points, op-eds and/or statements
- Support development team by understanding fundraising-specific writing techniques and providing editorial support
- Train and provide consultation for staff on communication tactics and techniques
- Co-create the communications work plan and oversee its execution, ensuring that all communications tactics and content align with strategic goals and adhere to brand guidelines
- Assist partners/coalitions with communications strategies as needed

About You

You have exceptional writing and editing skills with several years of professional experience or graduate-level coursework in creative writing, media studies, communications, or other relevant fields. You thrive in collaborative environments. In addition to being a great writer, you also enjoy teaching others about communication strategies whether this is your coworkers or citizen spokespeople. You have strong leadership and interpersonal skills.

You are able to take complex scientific, policy or legal information and communicate it clearly and compellingly to Outdoor Council members. You recognize the tone of Outdoor Council publications and are able to replicate this in your writing. You are able to manage multiple time-sensitive projects in a fast-paced, dynamic environment.

Ideally, you also have experience developing, implementing and measuring communication strategies. And you also stay attuned to current and evolving trends in media relations, marketing and communications. You are excited to adapt these trends to work for our campaigns.

You have excellent oral communication skills and are comfortable providing interviews to journalists along with program staff. You are familiar with the geography, natural resources, and culture of Wyoming—or willing to learn quickly.

And, you are committed to the mission of the Wyoming Outdoor Council and will support and contribute to our equity & belonging work.

To Apply

Email a letter of interest explaining how your experience and skills make you the right person to join our team. Include a resume and three references (with contact and relationship information) to Misti Haase at misti@wyomingoutdoorcouncil.org (please put “Communications Manager” in the subject).