



Organization: Washington Wildlife First
Position title: Communications Director
Location: Remote, but preference for applicants who live in, or are willing to relocate to, Washington state
Salary range: \$90,000–\$100,000 DOQ, with potential for bonuses
Deadline: Job open until filled

We are seeking a bold advocate with superior writing skills and a passion for wildlife to help us transform Washington’s approach to fish and wildlife policy to a more democratic paradigm that elevates science, recognizes the intrinsic value of individual animals, and prioritizes protecting, preserving, and perpetuating wild lives and ecosystems.

Our communications director will plan, direct, and execute our communications strategy, including drafting communications in various forms, and collaborating with other staff on legal, legislative, fundraising, outreach, and advocacy efforts.

Applicants should have the experience, expertise, and vision to create and implement a bold communications strategy that advances our mission, broadens our outreach, raises our profile, and deepens supporter engagement. Candidates should have superior writing skills and the ability to use those skills in different mediums, including drafting letters, press releases, op-eds, website content, member messages, social media, and campaign materials. They should have a writing portfolio that shows their ability and versatility and at least three years of relevant experience, preferably in the world of environmental/animal advocacy.

We are a small, but growing, nonprofit, with a small staff and an engaged, volunteer board. Successful candidates will be self-motivated and entrepreneurial, with the confidence and expertise necessary to build a high-impact communications program and act as a one-member communications team, as well as the ability to work with the executive director, science and advocacy director, development and outreach director, and contractors to produce high-quality content. Our communications director will work from home, but be able to travel to meetings and events in Washington as needed.

Candidates must be comfortable with bold messaging that challenges entrenched power structures and advances ideas that may be controversial among some audiences. They should have the knowledge and experience necessary to implement a variety of communication and outreach strategies, including social media and email campaigns; message development; media relations; developing content for web, print, and advertising; and expanding our use of both paid and earned media.

The salary for this position is \$90–\$100,000, commensurate with the candidate’s qualifications, with the opportunity for bonuses. Washington Wildlife First also offers health insurance reimbursement, generous paid family leave, a retirement plan, flexible working schedules, and home office equipment subsidies.

If you want to help us create a better future for Washington’s fish and wildlife, please email (1) a letter of interest; (2) resume, and (3) 3-5 examples of your written work to Executive Director Claire Loeb Davis at jobs@wawildlifefirst.org. Please include “Application for Communications Director Position” in the subject line. Applications will be reviewed on receipt, and we will fill the position when we know we have found the right person.

Not sure you meet all our qualifications? If you are an excellent writer with a passion for wildlife, we encourage you to apply and use your cover letter to explain why you would be a good fit!

Position overview

The communications director will report to the executive director of Washington Wildlife First. They will have responsibility for the development and implementation of a successful communications strategy and will work closely with the executive director, advocacy director, volunteer and outreach director, and philanthropy director to raise the organization’s profile, advance advocacy campaigns, engage supporters, and support revenue growth through aligned messaging and donor communications.

Desired attributes

- Dedication to helping us create a better future for Washington’s fish and wildlife—including both individual animals and species as a whole.
- Exceptional written and verbal communication skills, including the confidence and ability to write in a variety of mediums, including compelling articles, blogs, Op-Eds, letters, press releases, podcast scripts, position statements, supporter communications, and social media.
- A proven track record in writing and communications, with a portfolio of written work and a minimum of 3 years of related experience, preferably in the animal/environmental advocacy and/or nonprofit fields.
- A high degree of motivation, energy, and confidence.
- Professional appearance and demeanor.
- Exceptional strategic ability with strong organizational and planning skills.
- Experience with nonprofit communications and media strategy.
- The motivation and experience necessary to build and execute a communications strategy as a one-member team.
- Comfort with working quickly, both independently and as part of a small team, while maintaining organization, responsiveness, and attention to detail.
- Commitment to accuracy and abhorrence of typos.
- Experience and acumen with basic graphic design, using Canva or similar tools.
- Comfort with Constant Contact or similar email marketing software.
- Experience with drafting social media content to maximize engagement, such as on Facebook, Instagram, TikTok, and Bluesky.
- Comfort with basic website design, development, and maintenance using WordPress.
- The confidence to take on a variety of challenges, the flexibility to adapt to changing circumstances, and the willingness to take in new information and learn new skills.

Specific responsibilities

Flexibility is key: This list of responsibilities will evolve with your input and to accommodate changing demands.

Strategic development, planning, and management (~20%) *(estimated ongoing time allotment, we expect significantly more time to be needed at the outset)*

- Develop a communications plan that will raise our profile, advance our advocacy, and deepen supporter engagement. Adjust the plan as needed, with a full revision once a year.
- Analyze and expand on media plan developed by public relations firm.
- Work with other team members to develop a plan to reach new audiences, including historically marginalized communities that have been left out of wildlife policy decision-making.
- Explore new avenues of outreach through social media, including expanding to new mediums and using social media influencers.
- Identify resources needed for the successful execution of the communications plan.
- Develop annual communications goals and create tracking mechanisms to demonstrate progress.
- Work with team members to develop and maintain a master calendar of events, campaigns, and communications to support both fundraising and advocacy work.
- Develop and maintain an organization-wide messaging guide and brand style (voice, tone, visual rules, FAQs, do/don't list).
- Conceive and plan communications campaigns.
- Develop strategies for keeping website and social media content fresh, timely, and compelling.
- Assist with revision of strategic plan and organizational branding.
- Provide regular reports to the executive director and board, presenting progress, outcomes, and recommendations for improving communications.

Implementation of Communications Strategies (80%)

- Execute strategic communications plan.
- Hit the ground running by developing communications related to ongoing advocacy and fundraising campaigns.
- Develop compelling messaging to reach, activate, and empower the broader public.
- Draft and revise written content in a variety of mediums, including communications to supporters, media, and the general public, including articles, blogs, Op-Eds, letters, press releases, podcast scripts, position statements, supporter communications, social media content, and advertising.
- Work with team to develop effective communications for fundraising, outreach, and advocacy.
- Translate advocacy content, campaigns, goals, and achievements into effective messaging across different mediums and channels.
- Work with executive director and advocacy director to develop and maintain a high-impact website with meaningful content that will effectively engage prospective and current supporters and donors.
- Assist philanthropy director with preparing fundraising materials and grant proposals.
- Manage website updates and changes; working with contract web developer as necessary.

- Manage media relations, including both earned and paid media.
- Build and maintain a targeted media list, cultivate reporter relationships, and proactively pitch stories; maintain a media kit.
- Work with outreach director and contractor designers to develop and maintain active and effective public presence through social media, including Facebook, Instagram, TikTok, and Bluesky.
- Work with contract designer to develop professional and compelling communications and donor materials (e.g., fact sheets, one-pagers, slide decks, digital assets).
- Work with outreach director to use Constant Contact, Donor Perfect, Google, and other analytics tools to track, manage, and analyze audience growth and engagement, and inform future efforts.
- Lead meetings and webinars on various issues, including effective supporter engagement and empowerment.
- Work with advocacy and outreach directors to develop guidelines and content for responding to social media comments.
- Review, revise, proofread, and help improve written content composed by other members of the team.
- Draft and publish annual report with input from team.
- Assist advocacy director with maintaining and facilitating communications with core coalitions.
- Assist team with tabling at community and college events.
- Along with other team members, pitch in as necessary to assist with administrative tasks.