COMMUNICATIONS SPECIALIST
February 25, 2022

Using the power of science, education for all, and stewardship to support and protect nature, Leave No Trace is on a mission to ensure a sustainable future for the outdoors and the planet. A successful applicant should have a strong commitment to protecting the outdoors, take a great deal of responsibility for their individual role and be able to thrive in a team-oriented atmosphere.

Position Title: Communications Specialist
FLSA Status: Full Time (40 hours/week) Exempt

Qualification: Leave No Trace seeks a candidate with exceptional writing, editing and communication skills, knowledge of CRM software, experience Wordpress or similar open-source website software systems, comfort with video creation, work with PR and media and more.

The position is based in the Boulder, CO area with a hybrid work environment that does require work days from the Boulder, CO office of Leave No Trace. The Communications Specialist’s primary role is to support organization-wide communication functions.

Compensation: $46,000 - $50,000 annually and will be negotiated based on commensurate skills and experience. A flexible schedule and a good work/life balance are part of the culture of this award-winning organization. Excellent 100% covered health, retirement, and time-off benefits are included in the compensation package.

Leave No Trace seeks a full-time Communications Specialist. General responsibilities include but are not limited to:

- Work with the Marketing & Brand Manager to oversee digital marketing programs including SEM/SEO, Paid Social, B2B Marketing, Email Marketing, and targeted campaigns
- Website oversite: ensures language and image are accurate, current, contributes to SEO advancement
• Develops and manages digital image & video libraries
• Coordinates media, writes press releases and other related pieces, media relations and manages media database and its growth
• Supports the creation and distribution of internal/external communication pieces such as newsletters, impact reports, action alerts direct mail, handbooks, talking points and more
• Develops, researches and writes communication pieces, including adjacent science pieces
• Assist in ideation and design of social media content
• Provides video content and creation
• Aid in tracking and reporting marketing metrics for email, social media, digital campaigns, and events
• Supports all other communication, social media, marketing and more as identified.

Requirements:

• 2-3 years of communications or marketing work experience preferred
• Knowledge of various marketing and analytics tools, Google Analytics and Google Ads preferred
• Strong knowledge of social media platforms, Instagram, Facebook, and LinkedIn preferred
• Experience with CRM tools preferred
• Strong attention to detail and organizational skills
• Highly responsive with excellent follow-through and follow-up

Benefits:

• Working with an award-winning, sustainability-focused organization
• Employee discounts from many partners and outdoor retailers
• Health insurance, dental insurance
• Paid time off, federal holidays, flexibility

Application Process: Please submit a resume and detailed cover letter to jobs@LNT.org with the position title of Communications Specialist in the subject line. We will be interviewing top candidates as resumes are received and are looking to hire quickly.

Leave No Trace is for all people and the organization recognizes that every person’s relationship with the outdoors and natural world is unique and personal. The organization is committed to building an organization that celebrates diversity and
embodies inclusivity. We endeavor to diversify our workforce and encourage and desire applicants from all backgrounds, ethnicities, and lived experiences to join our team. All employment decisions at Leave No Trace are based on business needs, job requirement and individual qualifications, without regard to race, religion, color, national origin, gender (including pregnancy, childbirth, or related medical conditions), sexual orientation, gender identity, gender expression, age, status as a protected veteran, status as an individual with a disability, or other applicable legally protected characteristics.