

## **Communications Director - Board Member**

Bay Area Climbers Coalition

---

### **Bay Area Climbers Coalition Mission Statement:**

The Bay Area Climbers Coalition is a volunteer-run 501(c)(3) non-profit organization focused on preserving access to our local outdoor areas by actively fostering positive relationships with land managers, hosting stewardship events, and providing educational programming for the climbing community.

### **Position Summary:**

The Communications Director will refine and expand the public voice of the Coalition. This is a new role for 2018 and we are looking for a creative, highly motivated person to take our communications program to the next level. As a director/voting board member, you will be indispensable to all major organizational decisions and you will manage a team of other highly committed volunteers. You will work closely with the President and Vice President to identify and prioritize communications objectives to increase 1) engagement with our community and 2) favorable visibility of the organization. You will work closely with the Stewardship Director and Community Director to coordinate announcements about upcoming events and other notices.

### **Key Responsibilities and Duties:**

- Oversee our communication channels, including social media, web, email, external publications, and other printed/distributed materials. You will manage a team of specialists to carry out these efforts.
  - Social media, web, data, and email managers are already on staff
- Oversee the implementation of a consistent visual style and written voice for the Coalition
- Identify external publications that would be interested in content related to climbing stewardship and oversee efforts to publicize the Coalition in these channels
  - Raise the national profile of the Coalition as a leader in climbing stewardship
- Develop relationships with marketing staff at key partner organizations (e.g. climbing gyms, outdoor brands, non-profit affiliates) to facilitate cross-promotion of events and announcements
- Explore opportunities to develop educational content for our community
- If necessary, lead the recruiting of either additional volunteers or paid contractors with specialized skill sets needed for our objectives, such as graphic design or copywriting

### **Qualifications:**

- Previous experience running corporate communications/PR would be amazing
- Previous experience managing staff or volunteers
- Ability to define, scope, and execute projects with little required management input
- Interest in climbing, stewardship, and/or conservation
- Excellent writing skills
- Strong organizational and planning skills
- Stoke to pitch in and help out a very active, collegial team
- Experience in any of the following areas would be valuable but not necessarily required:
  - Wordpress website development and management
  - Journalism, blogging, freelance writing, or related pursuits

- Social media campaign management
- Graphic design

**Time Commitment:**

- 2 year commitment to the position as a director/voting board member
- A consistent commitment of 3 to 7 hours per week is expected
- Attendance at monthly board meetings, 2 hours per month
- During very busy times of the year the time commitment could be as high as 10 hours per week