



NORTHWEST AVALANCHE CENTER

249 MAIN AVENUE SOUTH | STE. 107 - #366 | NORTH BEND, WA 98045

T: 206.909.0203 | www.nwac.us

Job Announcement: Communications & Development Manager

May 17th, 2022

BACKGROUND

The Northwest Avalanche Center (NWAC) is a collaborative effort between the US Forest Service Northwest Avalanche Center and the nonprofit Northwest Avalanche Center. The mission of NWAC is to increase avalanche awareness, reduce avalanche impacts, and equip the community with mountain weather and avalanche forecasts, education, and data. This position is funded and managed by the 501(c)3 non-profit arm of NWAC.

NWAC is committed to creating a diverse and inclusive workplace. We strongly encourage women, people of color, LGBTQ+ individuals, and gender non-conforming candidates to apply. The outdoors should be for everyone, and we know that has traditionally not been the case, with many people being left out of outdoor recreation opportunities. We recognize the need to confront this inequity within our organization. NWAC is actively working to create more avenues for BIPOC, women, and LGBTQ+ communities to work in the outdoor space and have opportunities to add their lived experiences to the organization's voice. Through long-term initiatives, NWAC will continue working towards systemic change in the outdoor industry.

POSITION DESCRIPTION

The NWAC Communications & Development Manager is responsible for strategic communication and fundraising. You will oversee the communication strategy, develop content, plan NWAC events, and facilitate strategic partnerships. You will also oversee development strategy. You will be running NWAC's fundraising campaigns, working with NWAC forecasters, planning community events, and working with brand partners. This role reports to the Executive Director and manages the Communication and Membership Coordinator. ***Professional backcountry experience is not required for this role; however, you must have experience with backcountry travel and familiarity using avalanche forecasting products.***

KEY AREAS OF RESPONSIBILITIES

- Develop and manage strategic communications across internal and external channels. Work with the Communications & Membership Coordinator to develop content
- Manage NWAC's membership program through fundraising efforts and gift strategy
- Oversee the publication of updates from the nonprofit staff including but not limited to the annual report, operational updates, and outward-facing communications
- Learn and apply evidence-based social marketing guidelines and strategies, including researching target audiences, as well as planning and conducting outcome-based evaluations of communication strategies
- Manage the development of all fundraising campaigns, ensuring messaging is within NWAC's brand voice and the goal is in line with budgeting needs
- Develop and execute the marketing campaigns for education, events, and fundraising
- Plan and oversee all NWAC events; work with the Outreach Coordinator to ensure events are executed and in-line with the budget
- Secure brand partnerships and develop integrated marketing plans
- Track and complete grant applications as needed





NORTHWEST AVALANCHE CENTER

249 MAIN AVENUE SOUTH | STE. 107 - #366 | NORTH BEND, WA 98045

T: 206.909.0203 | www.nwac.us

QUALIFICATIONS

RECOMMENDED

- 3+ years of experience working in social media management, content marketing, communications planning, and management, and/or digital content creation
- Experience writing copy; familiarity writing for fundraising campaigns
- Excellent verbal and written communication skills, demonstrating the ability to synthesize information and communicate clear objectives
- Experience working with email marketing tools such as Mailchimp or Pardot (NWAC uses Pardot)
- Comfortable working across teams and can project manage your own workload
- Experience managing people
- Experience using an avalanche forecast
- An interest in working towards NWAC DEI initiatives and supporting the DEI committee and staff
- A passion for outdoor recreation

PREFERRED

- Experience facilitating meetings
- Knowledge of Salesforce and/or experience working with CRMs
- Experience working for or volunteering with nonprofits
- Experience taking ideas from inception to completion
- Experience with grant writing
- Comfort and familiarity working in hospitality, events, or another customer facing role

WORKING CONDITIONS

- The job is located at the Northwest Avalanche Center's office in North Bend, Washington. We have a flexible work environment including a hybrid remote work policy, however due to the nature of this work, some weeks will require more time in the office than others.
- The position is full time year-round, non-exempt
- Occasional weekend and evening work required
- Occasional backcountry travel is required
- Ability to lift 50lbs and be in front of a computer for extended periods of time

BENEFITS

- Annual Salary \$58,000-\$69,000, depending on experience
- Health insurance paid in full by NWAC
- Free and discounted outdoor ski passes, clothing, and gear through industry partners
- Flexible work environment with unlimited PTO

HOW TO APPLY

Interested applicants can send a resume and cover letter as PDFs to info@nwac.us; other formats will NOT be considered. Competitive candidates will submit a focused cover letter that includes your motivation to work for NWAC and concrete examples of the recommended qualifications. Please write *Communications & Development Manager* in the subject line of your email. This position will be opened until filled with a target start date of mid-June.

