



Job Announcement: Communications Associate

Nevada Conservation League (NCL) is hiring a Communications Associate. The ideal candidate will be both visionary and a strategic tactician who can manage and work with a diverse staff, partners, board of directors, political ideologies, and leaders to support and grow the organization and advance our policy and electoral agenda. This job will be headquartered in Las Vegas, Nevada, with occasional travel as needed.

Title: Communications Associate

Reports to: Communications Director

Salary Range: Annual salary of \$35,000 - negotiable based on experience

Offering Benefits: Health insurance coverage including dental and vision, paid time off, 401k, and leave policies.

Who We Are

NCL is the political voice of Nevada's conservation community. We advocate for sound conservation policies, organize and train conservation leaders and advocates, work to increase civic engagement, educate and endorse candidates for public office, and hold elected officials and decision makers accountable on the conservation and environmental issues we work on; climate, clean air, clean water, protecting our public lands and open spaces, and public health and livability. We strive to work in a way that recognizes and builds a deeper understanding of racial justice that achieves more just outcomes and builds a more inclusive organization.

The NCL family of organizations includes Nevada Conservation League, a 501(c)(4) organization, Nevada Conservation League Education Fund, a 501(c)(3) organization, and Nevada Conservation League Political Action Committee, our political arm that directly helps elect pro-conservation candidates.

Position overview: The Communications Associate will work with the Communications Director and Digital Organizer to help develop and implement an external communications strategy to further the mission of the Nevada Conservation League. This role is responsible for conveying the organization's interests through clear, concise, and powerful written pieces that will be distributed to diverse stakeholders including staff and board members, elected officials, NCL members, press, environmentalists, partner organizations, government entities, and more. Secondly, the Communications Associate will work with the Digital Organizer to manage the organization's digital platforms to help shape public narrative and increase action and engagement for NCL's interests. The Communications Association will report directly to the Communications Director.

Duties and responsibilities:

- Help develop digital materials including social media content, graphics, videos, newsletters and emails, and website articles to increase engagement, grow followership, and raise organization visibility while using a consistent brand voice across all digital media channels under the direction of the Digital Organizer and Communications Director
- Assist in the management of digital platforms (social media channels and website) by scheduling and posting content in a timely and strategic manner
- Track and monitor media metrics against quarterly goals and strategic plan and work with Communications Director to fold results into overall social media strategy
- Develop and implement digital communication strategies for existing and future campaigns under the direction of the Digital Organizer and Communications Director
 - Create successful email campaigns to target specific audiences and perform analysis on campaign performance to aid in fine-tuning future campaigns; same applies with social media
- Identify and present opportunities for creative engagement on digital platforms

- Support media activities by drafting press releases, media advisories, op-eds, LTEs, talking points, blogs, and other media materials as needed
- Develop and maintain a system to executive deliverables before or on deadlines
- Explore different methods and platforms to reach target audiences through digital outreach
- Attend in-person and virtual meetings and events to produce live and timely social media content
- Create a social media calendar with relevant dates for the organization

Qualifications/Preferred skills for Communications Associate:

- Strong written and verbal communication skills
- Understanding of major social media platforms and social media management tools (ex: Buffer, Tweetdeck, Sprout Social)
- Sense of initiative to research, pitch, and try new ideas to create meaningful and engaging social media content
- Strong organization skills
- Ability to multitask
- Detail-oriented approach with the ability to work under pressure to meet deadlines
- Experience creating high-quality graphics
- Passion for clean energy, climate, conservation, and related issues
- Capable of working well as part of a team and independently

Working Conditions

This contracted position is based in Las Vegas, NV with the ability to work from home. Work is typically performed in an office environment while sitting at a computer screen for extended periods. While performing the duties of this job, the employee is occasionally exposed to moving mechanical parts when working with office machines. The employee frequently is required to stand, walk, and sit. This position requires working indoors in environmentally controlled conditions, exposure to sounds and noise levels that may be distracting or uncomfortable. Job tasks are performed in close physical proximity to other people. Reliable transportation is required. Some evening and weekend hours are required and during some periods we will work more than 40 hours per week. There will be occasional travel within Nevada.

The above statements are intended to describe the general nature of the level of work being performed by people assigned to this classification. They are not to be construed as the exhaustive list of all responsibilities, duties, and skills required for personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

To Apply: Send cover letter and resume to jobs@nevadaconservationleague.org with “NCL Communications Associate” in the subject line. Applications will be accepted until the position is filled.

NCL is an Equal Opportunity Employer committed to a diverse, inclusive, and equitable workplace.