



# THE PACIFIC FOREST TRUST

*Working Forests Work Wonders For Us All.*

Pacific Forest Trust  
JOB ANNOUNCEMENT  
***Communications Manager***

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The Pacific Forest Trust (PFT) is the nation's leading non-profit organization dedicated to sustaining America's working forests for all their public benefits – wood, water, wildlife and a well-balanced climate. We strive to keep these vast and vital forests working by pursuing a comprehensive strategy *to Retain, Sustain and Gain*. We help *Retain* our forest infrastructure by raising awareness of the threats to America's private working forests and by directly conserving critical forestlands in partnership with landowners and communities in California, Oregon and Washington. We help *Sustain* working forests by employing state-of-the-art forest stewardship practices on the thousands of acres we manage in the Pacific West. And we help both landowners and the public *Gain* from working forests by developing and promoting new ecosystem services including marketable forest-based climate benefits.

## **GENERAL:**

The Pacific Forest Trust is seeking a multi-faceted communications professional to serve as print and online content manager for this growing organization. The *Communications Manager* will be a key member of PFT's Constituency Building team with responsibilities including the creation, production and distribution of compelling print and online content promoting PFT's programs and accomplishments. Duties will include production and distribution of news for internal and external constituencies via the PFT website, HTML email blasts, social media platforms, and traditional print vehicles including newsletters and press releases. The Manager will maintain the currency and utility of PFT's website, news blog and Twitter feed; provide in-house writing and graphic design services; contribute to production of presentation and workshop materials, and support media outreach.

Current priorities include advocating for the climate benefits of forests and expanding public understanding and support for conservation of working forests. Reports to Communications Director and works closely with PFT senior management and Development team.

## **TASKS AND RESPONSIBILITIES:**

### *Print and Online Content Management – 50 percent*

- Write, edit, layout and distribute news and promotional content for PFT website, blog, e-newsletters, Twitter feed and other social networking platforms
- Contribute editorial and graphic content for PFT's twice-yearly newsletter, annual report and other projects
- Review and manage PFT-related content on partner and other external websites

- Contribute content for and coordinate aspects of ongoing website redesign/rewrite initiative
- Create and manage multimedia content for web including video and audio clips as well as photo resources
- Propose and help develop new communications and social media networking opportunities
- Track online user statistics for monthly reports

*Graphic and Production Work – 25 percent*

- Serve as in-house designer for basic online and print graphic materials
- Support staff in the development of PowerPoint presentations
- Provide materials for PFT workshops, conferences and other events
- Maintain and expand PFT's visual resources library

*Media Relations – 15 percent*

- Assist with production and distribution of press releases, media advisories and op-ed pieces
- Maintain and upgrade internal database of media contacts using GreenMedia Toolshed, VocusPR and other tools
- Manage internal archive (print and online) of media stories featuring PFT
- Provide general support and staffing for media events and campaigns

*General Administration – 10 percent*

- Maintain inventory of printed materials
- Help maintain online database of media contacts and news distribution mailing lists

**QUALIFICATIONS:**

- Minimum 5 years' experience in content management, website administration, public relations, media outreach, graphic design, writing, editing, journalism and/or marketing communications.
- Degree in Communications, Graphic Design, Digital Design, Information Technology/Computer Science or a similar field preferred.
- Skill with Mac OSX operating system and Mac Office applications in addition to design and/or graphic production skills and familiarity with Photoshop, InDesign, Illustrator, PowerPoint, etc.
- Demonstrated ability to create and maintain web pages using content management systems, Dreamweaver or other website languages
- Strong writing, editing and proofreading skills; demonstrated excellence in producing compelling online content
- Experience with database management (e-Tapestry a plus), online communications and social networking applications
- Ability to gather user data, compile information, and prepare reports
- Systematic, results-oriented person who thrives in a dynamic, entrepreneurial environment
- Ability to work cooperatively and courteously with others
- Temperament to communicate with a variety of personalities in a tactful, pleasant, and professional manner
- Commitment to PFT's mission, vision and values

The Communications Manager is based in the Pacific Forest Trust's main office located at The Presidio in San Francisco, CA.

We also have satellite offices in Corvallis, OR, Seattle, WA, Boston, MA, and Washington, DC.

**APPLICATION PROCESS:**

Submit a cover letter, resume, references and 3 to 5 appropriate work samples (press releases, newsletter articles, blog entries, media campaign materials, marketing brochures, etc.) In your cover letter, please address the following:

- Describe your experience creating and managing online content or administering a website
- Describe your degree of familiarity with graphic design practices and software
- Describe your experience writing non-media focused content such as web site copy, newsletter articles, marketing materials, blogs, email bulletins, etc.
- Describe your degree of familiarity with land/forest conservation, climate change (especially the role of forests in climate) and natural resource management issues
- Your salary history and expectations

Incomplete applications will not be reviewed.

You may submit your application packet electronically or as hard copy. For electronic submissions, send to [charrison@pacificforest.org](mailto:charrison@pacificforest.org) with “Communications Manager” as the subject of your email. For hard copy submission, send to:

The Pacific Forest Trust  
1001-A O'Reilly Avenue  
San Francisco, CA 94129  
Attn: Communications Manager Search