



October 4, 2018

POSITION DESCRIPTION: COMMUNICATIONS OFFICER

Organization:

Great Outdoors Colorado (GOCO) uses a portion of state lottery proceeds to preserve, protect, and enhance Colorado's trails, parks, wildlife, open space, rivers, playgrounds, and youth corps in all 64 counties. It awards competitive grants to local governments and land trusts, and it makes investments through Colorado Parks and Wildlife. Created by voters in 1992, GOCO is governed by a 17-member board that is appointed by the governor. Its current staff is 18 people.

GOCO's work is guided by a [strategic plan](#) with three primary goals:

- PROTECT more land and wildlife habitat, notably large-scale landscapes.
- CONNECT people to the outdoors and connect trails, parks, and open spaces.
- INSPIRE more Coloradans, children in particular, to get outside more and take care of our great outdoors.

For more information, please visit GOCO.org.

POSITION SUMMARY

Working out of GOCO's downtown Denver office, the communications officer reports to and collaborates with the communications director and manages one or more communications interns. The communications officer serves as GOCO's principal copywriter and associate editor and runs GOCO's website and blog, email marketing, press release production, and select special projects. The communications officer gives GOCO a voice and engages with communities on several social media channels, including those created in support of [Generation Wild](#), a major, statewide marketing and communications campaign connecting Colorado kids and their families to the outdoors.

The position requires strong written and verbal communication skills, sharp organizational skills, the ability to prioritize tasks with competing deadlines, and a positive attitude. The communications officer is an ambassador for GOCO who builds relationships with partners and has a passion for communicating about the benefits of conservation and outdoor recreation.

PRIMARY RESPONSIBILITIES

- Work closely with GOCO's communications director to develop and execute the organization's integrated marketing and communications strategy.
- Manage GOCO's website and share oversight of its impending redevelopment.
- Lead social media strategy, execution, analytics tracking, and optimization for GOCO and Generation Wild channels.
- Oversee email marketing, including the production of targeted grantee communications and GOCO's monthly newsletter, from content creation and design to metrics tracking and optimization.
- Lead production and distribution of GOCO's annual report.
- Project manage public relations plans for quarterly grant award cycles and pitch local and statewide media.



- Respond to general and media inquiries and serve as communications resource for staff, board members, and grantees.
- Manage GOCO presence at events and conferences, including prepping staff for presentations and speaking engagements; pitching GOCO presentations; public speaking on behalf of GOCO; assisting with promotional collateral, staffing, and physical presence; and providing event logistics assistance.
- Recruit, hire, manage, and mentor communications interns.
- Complete other storytelling projects as assigned.

QUALIFICATIONS

- BS/BA in marketing, communications, journalism, English, or other relevant field.
- Ability to communicate clearly and concisely.
- Strong writing and editing skills.
- 3-5 years in a marketing or communications role with an emphasis on social media (content creation, management, measurement, and optimization).
- Working knowledge of social media, design, and email marketing tools and best practices.
- Desire to proactively stay current on and adapt to communication best practices and trends.
- Ability to complete assigned projects with minimal supervision.
- Attention to detail and the flexibility to prioritize work and juggle multiple projects.
- Willingness and ability to travel in Colorado and to work periodically on evenings and weekends.
- Demonstrated ability to work with people different from themselves.
- Commitment to furthering GOCO's mission and an interest in conservation, outdoor recreation, environmental education, and/or community development programs.
- Knowledge of Colorado's geographical, cultural, and political landscape and/or a willingness to learn.

SALARY & BENEFITS

- This is a full-time, exempt position.
- Salary negotiable.
- This position will be eligible for a full and competitive benefits package.

TO APPLY

Interested candidates should submit a resume and letter of interest to resumes@goco.org, including "Communications Officer" in the subject line.

No phone calls please. All resumes must be received no later than 4:00 p.m. on Friday, Nov. 2, 2018, to be considered.

We strive to diversify our workforce and seek applicants from all backgrounds. GOCO is an equal opportunity/affirmative action employer.