



JOB DESCRIPTION: COMMUNICATIONS ASSOCIATE

Job Type:	Full-time, exempt position
Salary:	Salary range for the position: \$43,250-\$60,550 Hiring range for the position: \$43,250-\$51,900 Bonus eligibility: Employees are eligible to earn one-time bonuses after six months of employment for achieving significant business objectives as determined by the Executive Director.

POSITION SUMMARY:

This position will report to the Communications Director and work out of GOCO's office in Denver. The Communications Associate supports the communications team in executing a variety of marketing, storytelling, and outreach efforts. The Communications Associate will support the team in delivering communications that maintain the integrity of the GOCO brand within a variety of channels including public relations; social media, email marketing, and other digital platforms; and events. Additionally, this role will provide administrative support.

The Communications Associate is an ambassador for GOCO, building relationships with partners and seeking to develop a passion for communicating the benefits of conservation and outdoor recreation. Working through an equity lens, the communications team aims to convey information about GOCO with clear, accessible, and inclusive language while lifting up the authentic, community-centered stories of our partners. The team also spearheads communications for [Generation Wild](#), a statewide, integrated marketing campaign getting Colorado youth and families outdoors more often.

PRIMARY DUTIES & RESPONSIBILITIES:

- Work closely with GOCO's communications team to develop and deliver the organization's integrated marketing and communications strategy.
- Contribute content for GOCO's website, blog, e-newsletter, and targeted emails as assigned.
- Manage social media strategy, content creation, analytics tracking, and optimization for GOCO and/or Generation Wild's social media channels as assigned.
- Produce and execute public relations, social media, and email marketing plans for grant award cycles, including press release and pitch writing, following up with media contacts, and communicating news to state legislators.
- Coordinate and track GOCO attendance at events and attend events as a representative of GOCO and Generation Wild.
- Develop GOCO fact sheets and event materials, such as presentations and talking points, for staff or board members as needed.
- Make edits and additions to GOCO's Salesforce database and act as the communications liaison for any database changes.
- Support internal communications, including producing content for board updates and compiling news clips for staff.
- Manage partner requests from the Generation Wild campaign and provide other marketing campaign support as assigned.

- Support intern recruitment and management, including posting job descriptions to attract diverse candidates, participating in interviews and phone screens, and training on tasks relevant to the Associate position.
- Perform administrative tasks, such as organizing and shipping GOCO and Generation Wild materials including project signage.
- Help deliver GOCO's internal and external communications through an equity lens, ensuring that produced content uses clear, accessible, and inclusive language.

GOCO INTERNAL VALUES

- *Strategic*: Fit your work within GOCO's overarching strategy and execute programs and projects against it, consistently evaluating results and communicating insights to help inform the organization's evolving direction.
- *Respectful*: Treat others in a positive manner with recognition and appreciation for their distinct value, opinions, and contributions.
- *Accountable*: Take responsibility for your individual and team work to advance GOCO's vision and priorities.
- *Organizational Citizens*: Create and participate in a culture that fosters growth, engagement, support, and success.

MINIMUM QUALIFICATIONS:

- BS/BA in marketing, communications, journalism, English, or other relevant area of study.
- 1-3 years of professional work experience.
- Familiarity with effective marketing and communications techniques.
- Knowledge of social media best practices.
- Desire to stay current with and adapt to best market practices and trends.
- Commitment to furthering GOCO's mission to preserve, protect, and enhance the state's wildlife, park, river, trail, and open space heritage.
- A demonstrated knowledge of and an interest in conservation, outdoor recreation, environmental education, and/or community development programs.

PREFERRED SKILLS, KNOWLEDGE & EXPERIENCE:

- Excellent verbal and written communication skills.
- Strong research, writing, and proofreading abilities.
- Attention to detail.
- Honed organizational skills.
- Ability to manage your time effectively to complete assigned tasks.
- Positive, roll-up-your-sleeves attitude and initiative.
- Desire to work with people different from themselves.
- Energetic, flexible, collaborative, and proactive team player.

LOCATION REQUIREMENTS & OTHER REQUIREMENTS

Location Requirements:

- Denver, Colorado.

Other Requirements:

- Willingness and ability to travel in Colorado. There will be travel that requires overnight stays. Expect approximately 10-15 overnight stays per year. GOCO provides transportation and accommodations and covers the cost of food and other reasonable expenses.
- Willingness to work periodically on evenings and weekends.
- Valid driver's license.
- Physical demands may involve:
 - Lifting materials and equipment – including, but not limited to, office supplies, event supplies, communications collateral, and boxes of swag – up to 25 pounds.
 - Working in variable weather conditions at remote locations on difficult and hazardous terrain and under physically demanding circumstances.