



BIRDS CONNECT SEATTLE

Job Title:

Communications Manager

Employee Summary:

Full time (40/hrs week) hourly, non-exempt position

Type:

Hybrid, with regular on-site work in downtown Seattle

Reports to:

Development Director and Conservation Director

Position Summary:

The role of the Communications Manager is to develop and execute communications strategies that advance Birds Connect Seattle's mission and conservation goals. The Communications Manager will enhance the organization's visibility and engage stakeholders including staff, volunteers, members, partners, and the public. This position manages internal and external communication efforts, ensuring consistent, compelling messaging across all platforms to maximize impact and support for our work.

Who You Are :

You are passionate about nature and want to make a difference in the nonprofit world through storytelling, knowledge sharing, and promotion of mission-focused programs.

Who We Are :

Founded in 1916, Birds Connect Seattle (formerly Seattle Audubon) is one of the oldest environmental nonprofit organizations in the region. We envision cities that integrate and value nature, minimize threats to birds, and protect habitat. Diverse perspectives strengthen our understanding of birds, our community, and the environment, and we believe that equity and inclusion are necessary to achieve our mission to advocate and organize for cities where people and birds thrive. Birds Connect Seattle relocated to Downtown Seattle in July of 2026 and is launching into the next chapter of our organization's history and local impact.

Responsibilities: In coordination with the Development Director, Conservation Director, program team members, and in consultation with identified volunteers, the Communications Manager maintains the organization's digital and print communications channels and overall organizational marketing including:

Program Communications (50%)

- Programs. Work with program team staff to develop communications plans for recurring annual events and programs or new initiatives to effectively reach intended audiences. Support program team members with communications strategy and logistics, including but not limited to sending emails, writing and editing blogs and social media posts, graphic design, developing message strategy, crafting talking points, writing and circulating press releases, and designing other print materials.
- Email communications. Gather and edit stories and event announcements for circulation in Birds Connect Seattle's monthly e-newsletter, Volunteer View e-newsletter, Retail

- newsletter, Conservation newsletter, special events, advocacy, and other program communications.
- Story Telling. Work with staff, volunteers, and partners to identify, source, or write content, collect or take photos and videos, and/or edit engaging stories that are relevant to our audiences and demonstrate the importance and impact of our mission and programs.
 - Advocacy support. Work with program team staff to develop physical and digital advocacy assets, including, but not limited to advocacy post cards, other print collateral, and digital forms.
 - Photo and Video Assets. Work with staff, volunteers, and local photographers to source and organize photos and videos of birds and programming that can be used across communications platforms.

Marketing and Advertising (20%)

- Strategy. Develop and implement a communications plan to expand the organization's visitor engagement, community profile, and revenue goals.
- Outreach. Develop outreach materials to reach new audiences that would be interested in program participation.
- Networking. Attend networking events and activities to build knowledge of Birds Connect Seattle within the community with the purpose of engaging new audiences and deepening existing partnerships.
- Advertising partnerships. Negotiate and manage paid advertising partnerships with Birds Connect Seattle.

Website (10%)

- Content. Maintain the organization's home page to coincide with current stories, activities, and calls to action. Support staff with keeping page content updated and refreshed.
- Technical maintenance and oversight. Ensure the website is functioning properly, using current trends and best practices, and adopting recommendations from external consultants.

Social Media (10%)

- Social media. Build and manage Birds Connect Seattle's online communities, including Facebook, Instagram, and LinkedIn to support engagement with diverse audiences. Prioritize conversion of followers from online engagement to program participation.

Administrative (10%)

- Branding. Ensure the organization's brand standards are upheld across all of the above channels and in other program communications.
- Budget. Track and develop communication program budget.
- Media Relations. Maintain the media contact list, securing press coverage, and responding to media inquiries to connect people with the correct staff person.

- Technology. Stay up to date on current trends impacting communications platforms including email deliverability, website best practices, social media tools and roll out necessary changes or recommendations for implementation across organization platforms.
- Calendar. Maintain an organizational calendar of recurring and one-off organizational communications campaigns.
- Reporting. Maintain a dashboard of communications metrics including social media engagement, email deliverability and open rates, website traffic, and other relevant data to identify trends and prioritize activities with the highest return.
- Other duties as assigned.

Desired Skills and Experience

- Minimum of 3-5 years of experience in communications, journalism, marketing, public relations, or other related field, with a focus on integrated marketing communications.
- Strong writing, editing, and storytelling abilities.
- Strong knowledge of digital, print, and social media communications and utilization across different audiences.
- Experience developing and implementing multi-faceted communications and marketing plans.
- An ability to communicate effectively and collaborate in a small team-based environment.
- Ability to find and tell stories that uplift the organization's mission and programs.
- Commitment to the organization's mission, vision, and values with an emphasis
- Excellent verbal communication and presentation skills.
- Experience working with and communicating with people of diverse backgrounds, cultures, and perspectives.
- Experience using Canva, EveryAction, or WordPress a plus.
- Direct management experience highly desirable.
- Previous nonprofit experience highly desirable.

Salary & Benefits

The expected pay range for this position is between is \$29-32/hour (\$60,000 – 66,000 per year at 40 hours per week), commensurate with experience. We offer a competitive, benefits package, including: ORCA card, medical, dental, vision, life and long-term disability insurance, socially responsible retirement plan with 3% matching (after one year), up to 14 accrued vacation days in first year, 13 annual holidays, compassionate bereavement leave, and up to 24 days of qualified sick time.

Equal Employment Opportunity Employer

It is the policy of Birds Connect Seattle to administer advertising, selection, employment, compensation, promotion, training, layoff, recall, and benefits at all levels without regard to race, gender, gender identity or gender expression, color, creed, national origin, age, political affiliation, marital status, sexual orientation, physical, mental or sensory disability, protected

veteran status, or any other basis prohibited by law. Birds Connect Seattle strictly prohibits any sexual, racial or other forms of discrimination prohibited by law.

How to apply

Qualified applicants should submit a cover letter, at least two prior job references and resume as one (1) combined electronic PDF file to jobs@birdsconnectsea.org with Communications Manager in the subject line OR submit paper versions of these documents mailed to Birds Connect Seattle, 616 Olive Way, Seattle, WA 98101. No phone calls, please. Applications will be reviewed on a rolling basis with priority-review before February 12, 2026, and the position remains open until it is filled. Anticipated start date of mid-March.

Black, Indigenous, and People of Color, women, LGBTQIA+, and other applicants from historically underrepresented groups are encouraged to apply.