



## JOB ANNOUNCEMENT

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### JOB TITLE: Digital Content Manager

**Location:** Missoula, MT (will consider remote work arrangement)

**Position Type:** Salaried, exempt, 30-40 hours per week with benefits

**Target Start Date:** November 1, 2021

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### JOB SUMMARY:

The Clark Fork Coalition (CFC) seeks a Digital Content Manager to administer and coordinate CFC's digital message delivery, public engagement, and outreach, including managing social media accounts, email newsletters, and the CFC website. The Digital Content Manager will help CFC elevate its online presence, reporting, and story-telling, as well as optimize opportunities for river stewards, advocates, and CFC supporters to learn about, help with, and actively engage in boosting the health and resilience of the Clark Fork watershed. This position reports to the Communications Director and will collaborate closely with this director and the Development & Special Events Manager to plan and implement digital communications strategies. The Digital Content Manager will be part of a high-impact team working together to help CFC achieve its mission to protect and restore the Clark Fork River watershed.

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### JOB DUTIES

#### Essential Functions

- Lead day-to-day management of all CFC digital platforms
- Manage social media channels to maximize engagement, SEO, and reach expansion
- Coordinate organizational e-blasts, including growing and managing email subscriptions
- Manage and maintain CFC's website and help lead a website update/refresh
- Elevate the digital components of CFC campaigns and events
- Fulfill online components of business sponsorship benefits
- Set up and provide technical support for online events and virtual tours
- Track, analyze, and report on performance, reach, and engagement of various digital platforms

#### Other Responsibilities

- Assist in managing production of printed outreach materials
- Participate in staff meetings, board meetings, and CFC-sponsored events
- Participate in organization-wide planning, budgeting, and fundraising
- Project commitment to and professional enthusiasm about CFC's work and mission

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### SKILLS AND EXPERIENCE

#### Required:

- Experience managing a variety of social media platforms, including Facebook (Ads, Business Suite, etc.), Instagram, YouTube, Zoom, and Twitter
- Fluency with Google Analytics and other tracking and reporting tools
- Excellent communication, writing, and organizational skills
- Experience with website management (including use of WordPress or similar web

- management software) and email platforms, such as MailChimp
- Ability and willingness to work in a team, as well as independently when needed
- Good planning skills and ability to meet deadlines
- Flexibility to adjust to fluid work situations
- Working knowledge of MS Office programs (Word, Outlook, Excel, and Explorer or equivalent software)

**Desired but Not Essential:**

- Video editing and podcast experience; graphic design skills
- Knowledge of donor database (CRM) software
- Photo management and basic photo editing skills
- Marketing experience, and working knowledge of A/B Testing and list segmenting
- Knowledge of river and/or environmental issues

**COMPENSATION, BENEFITS, OTHER**

- 30-40 hours/week; \$36,000 - \$42,000 (hours and salary are negotiable)
- Twelve paid holidays and generous Paid Time Off
- Employer-paid health coverage
- Retirement contribution, with immediate vesting
- Will consider remote work arrangement for candidates living in western Montana, but visits to CFC's Missoula office required for training, meetings, or other purposes

**CURRENT COVID ADAPTATIONS**

- CFC has established Covid-19 protocols that are adjusted regularly as conditions change. These may include masking requirements, options for remote work, or other adaptations as needed.
- CFC supplies laptop, software, and tech support, as needed, for home offices. Applicants should have the capacity to work remotely.
- First round of interviews will be conducted via video conference (Zoom)

**APPLICATION PROCESS**

- Submit a cover letter and resume in a single PDF file by email to [info@clarkfork.org](mailto:info@clarkfork.org)
- Deadline is **5:00 pm MST Monday, September 20**
- Include all personal and professional experience you feel is relevant to this position
- Professional references are welcome, but not required in the initial application
- Interview notification by Monday, September 27
- Final decision expected second or third week of October
- Preferred start date: Monday, November 1 (negotiable)

**THE CLARK FORK COALITION** is a member-supported 501(c)(3) river conservation organization whose mission is to protect and restore the Clark Fork River watershed in western Montana. CFC's 13-person staff is based in Missoula, with satellite offices in Anaconda and Deer Lodge. CFC is committed to building a diverse board, staff, and river community, and is an equal opportunity employer that strives to provide employees with a work environment free of discrimination and harassment. CFC acknowledges that it conducts its work on the traditional homelands and waters of the Salish and Pend d'Oreille Peoples, past and present. We gratefully honor the path that they have shown us in caring for the river, and embrace our responsibility to continue to learn to be better stewards of the watershed.