POSITION DESCRIPTION

Title:	Conservation Storytelling & Social Media Specialist
FLSA Status:	Regular Full Time - Exempt
Reports to:	Senior Director of Engagement & Development
Direct Reports:	None
Location:	Fort Collins, CO preferred, Brighton, CO (Hybrid Work Schedule Available)
Wage:	$60,000 - 70,000 annually
Benefits:	Comprehensive benefits package including paid time off, 403(b) retirement plan, health, dental, and vision insurance
Anticipated Start:	January 2027

About the Organization:
Bird Conservancy of the Rockies conserves birds and their habitats through an integrated approach of science, education, and stewardship. Our work extends from the Rockies to the Great Plains, Mexico, and beyond. Our mission is advanced through sound science, achieved through empowering people, realized through stewardship, and sustained through cross-border collaborations. Together, we are improving native bird populations, the land, and the lives of people. Learn more about our work and programs at our website: www.birdconservancy.org

Position Overview: The Conservation Storytelling & Social Media Specialist brings Bird Conservancy's mission and impact to life through compelling, accurate, and accessible storytelling across digital and print platforms. This position leads Bird Conservancy's social media presence, including daily content development, publishing, community engagement, and performance evaluation. The specialist proactively works with staff to uncover meaningful stories, interviews subject matter experts, and independently develops original written content for *the Primary Source* magazine, fundraising communications, the website, and other organizational outlets. The specialist adapts and repurposes stories for different audiences and platforms, ensuring that Bird Conservancy's conservation work reaches and inspires people in meaningful ways. The position develops and implements a flexible annual content strategy in coordination with the Senior Director of Engagement and Development and evaluates how storytelling and digital engagement translate into measurable actions that advance the organization's conservation, education, and fundraising goals. The specialist reports to the Senior Director of Engagement & Development and collaborates with staff across the organization.

Essential Job Duties and Responsibilities:

Story Development, Writing, and Editorial Content

- Proactively collaborate with Science, Education, Stewardship, and other staff to identify compelling, scientifically accurate stories, milestones, discoveries, and examples of conservation impact that make complex conservation topics accessible to general audiences.
- Write and edit original content for social media, *the Primary Source* magazine, website, donor stewardship and fundraising appeals, and other organizational publications, tailoring content for specific audiences.

Social Media Strategy, Publishing, and Engagement

- Lead Bird Conservancy's social media strategy and day-to-day management across its primary platforms, maintaining an active, engaging, and consistent organizational presence, in accordance with organizational priorities and messaging.
- Coordinate social media promotion of events, volunteer opportunities, fundraising campaigns, and organizational initiatives through organic and, where appropriate, paid content.

Campaigns, Website, and Development Collaboration

- Write and/or update website content, including programmatic pages, organizational news, campaign landing pages, job postings, and advertisements, subject to established content ownership and approval processes.

Measurement, Brand, and Team Support

- Use website analytics, campaign tracking, and other measurement tools to assess performance, identify opportunities for improvement, and inform future content strategies. Report quarterly on reach, engagement, audience growth, website traffic, and conversion outcomes.

Other Duties

- Attend and assist with special events, public programs, and field activities as needed for storytelling and content development, as directed by the Senior Director of Engagement and Development.
- Other duties as assigned.

Qualifications:

Required

- At least two years of professional experience in writing, journalism, communications, social media management, or a related field.
- Demonstrated ability to independently research, interview, write, and edit compelling narrative content, including feature articles, profiles, or other long-form stories for public audiences.
- Excellent writing and editorial skills, with the ability to translate complex scientific or technical subjects into accurate, accessible, and engaging stories.
- Demonstrated experience managing organizational social media accounts, including content planning, publishing, audience engagement, and performance evaluation.
- Ability to adapt original written content for different formats and audiences, including magazine articles, website features, fundraising communications, and social media.
- Strong interpersonal, interviewing, organizational, and project management skills, with the ability to work collaboratively across teams and manage competing deadlines.
- Ability to work independently, incorporate editorial feedback, and maintain scientific accuracy and a consistent organizational voice.

Preferred

- Experience writing about conservation, wildlife, environmental science, or related subjects.
- Experience producing content for non-profit publications, magazines, fundraising campaigns, or donor communications.
- Photography, short-form video production, and/or graphic design experience.
- Familiarity with Meta Business Suite, WordPress, Elementor, Canva, Adobe creative tools, or social media scheduling platforms.

- Experience using digital analytics and conversion-tracking tools to evaluate audience engagement and campaign performance.
- Experience collaborating with scientists, educators, or other subject matter experts to develop public-facing content.

Work Environment & Physical Environments:

- Flexible work arrangement with a required minimum two days in the office. Regular in-person collaboration and meetings with the Senior Director, Development colleagues, and Science, Education, and Stewardship teams, and occasionally administrative and Central Grasslands Roadmap Initiative staff.
- Work involves extended computer use and occasional participation in events, programs, and content-gathering activities.
- Bird Conservancy provides a laptop and necessary software; remote internet access is the employee's responsibility.

Equal Opportunity Employer:
Bird Conservancy of the Rockies aims to avoid partiality in hiring. As such, we ask that you please avoid the use of photos when submitting a resume and/or an application for employment. You will receive an email acknowledgment when you have successfully applied. Your completed application will be forwarded to the hiring manager. You will be notified if you are selected for further testing or interviews. Employment is contingent upon successful completion of a post-offer background check, motor vehicle record review, and drug screening. Results that do not meet the requirements of the position of Bird Conservancy of the Rockies' employment standards may result in withdrawal of the employment offer or termination of employment, subject to applicable law and required notice procedures.

Bird Conservancy of the Rockies is an Equal Opportunity Employer. Applicants are considered for positions for which they have applied without regard to gender identity, race, color, religion, creed, national origin, ancestry, age, marital status, disability, sexual orientation, genetic information, pregnancy, or other characteristics protected by law. Bird Conservancy of the Rockies will make special communication arrangements for persons with disabilities. Please call (303) 659-4348 for assistance.

Employment may be contingent upon successful completion of a post-offer background check.

To Apply:
Send a cover letter, resume, contact information for three professional references, and a portfolio containing at least three original writing samples demonstrating your ability to develop compelling, audience-focused stories. At least one piece should be a feature-length article, profile, or other narrative piece. Send materials to applicants@birdconservancy.org. Combine written materials into one PDF named Lastname_Firstname_ConservationStorytelling.pdf. Applications will be reviewed until December 11, 2026, with qualified candidates being interviewed as applications are received.

NOTE: This job description is not intended to be an exhaustive list of all duties, responsibilities, or qualifications associated with the job. The employee will be required to follow any other instructions and to perform any other duties requested by their supervisor. Nothing in this job description shall create or is intended to create, or shall be construed to constitute a contract of employment, express or implied. Employees are held accountable for all duties of this job.