



Job Title:	Communications Fellow
Reports To:	Director of Development & Communications

Organization Mission

Colorado Water Trust is the only statewide nonprofit solely dedicated to restoring flows to Colorado's rivers in need. By working within Colorado's complex water laws, we take the tools and systems that were created to withdraw water from rivers and instead use them to do the opposite; return water to rivers with low flows or no flows at all and restore them to health. Together with our many partners throughout the state, we are restoring habitat for fish and other wildlife, improving local economic opportunities, and where lost, returning to Colorado's landscape the beauty of a flowing river. Since our inception in 2001, we have grown to a staff of seven with our office based in Denver, Colorado. Colorado Water Trust has a committed and knowledgeable Board of Directors and Staff with exceptional expertise, talent, and motivation, as well as a passion for our mission. Internally, we promote a collaborative and supportive work environment, innovative ideas, flexibility, respect, and work-life balance. To learn more about our current programs, priorities, and our team, please visit www.coloradowatertrust.org.

Position Summary

The Communications Fellow is a full-time, two-year position responsible for creating and implementing a communications plan to support the Water Trust's strategic plan goals. This position requires independent strategic thinking, the ability to create effective messaging for target audiences, the ability to recognize and seize upon strategic communications opportunities, and the ability to create internal systems to support all of the above.

In 2020, the Water Trust Board adopted a new organizational strategic goal to focus on matters of equity and inclusion as they relate to the administration and use of water in Colorado. This extends to the inclusion of people of color in the water field. The Communications Fellow position will be responsible for pursuing our goals as an organization to increase equity and inclusion in the Colorado water community through targeted communications and by building partnerships. Additionally, the Communications Fellow will work with the Racial, Equity, & Inclusivity Board Committee to support their efforts.

The Communications Fellow will report to the Director of Development and Communications and support the development team by creating online communications that steward and cultivate new donors and keep Coloradans informed of the work of Colorado Water Trust. Additionally, The Communications Fellow

will support our programs by helping with annual outreach to water users across Colorado, with website improvements, and creating communications materials targeted to water users.

Duties and responsibilities

General Communications (40%)

- Creates and implements communications strategy for the Water Trust to promote the visibility of the Water Trust throughout the water community and beyond.
- Develops and executes online outreach, including via the website, blog, emails, and social media.
- Implements a social media strategy aimed at growing and engaging the Water Trust online community.
- Helps to update the Water Trust website keeping content fresh and functional.
- Monitors key performance indicators for the website, social media, and email programs. Supplies regular reports and suggests new strategies based on this information.
- Pursues our strategic plan goal of promoting racial inclusivity and social justice by increasing our collaborations with groups doing the same and with people of color in the Colorado water community, also by working together with our Racial, Equity, and Inclusivity Board Committee.

Development (30%)

- Supports the Director of Development and Communications and the Development Associate with donor stewardship and events communications through social media and the website.
- Assists Director of Development and Development Associate in promoting racial inclusivity and social justice in our communications with our donors through blogs, social media engagement, and more.

Program (30%)

- Support the programs team with [Request for Water Process](#), helping with presentation materials for various water user groups, ensuring we have easy-to-navigate web resources, and creating various promotional materials.
- Manage the project stories on the website, in collaboration with the programs team, to make them consistent, inspiring, and approachable for the intended audiences.
- Create promotional, educational, and presentation materials for water users, water engineers, and water attorneys, regarding their options for working with the Water Trust.
- Engage with conservation organizations across Colorado to seek new collaborations and develop locally-focused communications in areas where we work.

Minimum Qualifications

- Bachelor's or Master's degree or equivalent experience in communications and marketing with a focus on website and social media management.
- 0-3 years of experience, with strong interest in conservation and water issues in the west as well as a strong interest and background in working towards diversity, equity, and inclusion initiatives.
- Proficient in WordPress and Mailchimp, as well as various social media channels, especially Facebook, Twitter, and Instagram. Design experience a plus.

- Proficient in Microsoft Office Suite, including Excel, Word, PowerPoint.
- Passionate belief in the mission of Colorado Water Trust.
- High degree of integrity, professionalism, and attention to detail.
- Excellent written and verbal communication skills.
- Ability to work both independently and as part of a team.
- Ability to effectively balance multiple competing projects and issues.
- Strong interpersonal skills and ability to establish and maintain effective relationships.
- Creative, self-starter willing to take initiative to meet goals without persistent guidance.
- Valid driver's license and ability to travel extensively throughout Colorado.

Compensation

This is a full-time, 40-hour per week, exempt position that will last for two full years. The hiring range for this role is \$42,000-\$47,000, based on skills and experience. Colorado Water Trust offers a competitive benefits package including a comprehensive insurance package that includes health insurance and, long- and short-term disability, life, vision, and dental; an FSA; generous paid time off; other need-based leave; and a retirement fund with employer contributions. We offer a competitive salary for an entry level position.

Application Procedure

Please submit a resume, cover letter, and a writing sample that illustrates your interest in this position by March 15, 2021, via e-mail to Dana Dallavalle at ddallavalle@coloradowatertrust.org with "Communications Fellow Position" in the e-mail subject line. No calls or drop-ins, please.

Location

The Water Trust works statewide, based in our office located in Denver, Colorado. We currently operate virtually and are open to a candidate located anywhere in Colorado.

Colorado Water Trust is an equal employment opportunity (EEO) employer.