

Writer and Communications Specialist



Location: Any SUWA Office: Salt Lake City (preferred), Moab, or Washington, DC

Department: Campaigns

Team: Communications

Reports to: Senior Communications Manager

Status, Salary & Benefits: Full-time, Non-Exempt. Benefits and salary range at suwa.org/careers

Position Summary

The Writer and Communications Specialist is a new role at SUWA and will serve as an in-house writer and social media manager for the organization. A member of the Communications Team (alongside two other staff members), they will work across the organization and use their skills primarily to support programmatic and campaign work (protecting the redrock wilderness). The Specialist should be a motivated communications professional with experience writing for a variety of audiences and on behalf of an organization and other staff members. Experience in advocacy, social media, and multichannel content creation as well as comfort working in what can be a fast-paced environment is ideal. Attention to detail and flexibility with evolving information and deadlines will be key.

SUWA's Communications Team and the larger Campaign Department (which includes both the Communications and Organizing Teams) are collaborative and value creative problem-solving. We are proactive and plan ahead when possible but remain nimble so we can seize new opportunities as they arise. The Writer and Communications Specialist will have the opportunity to work collaboratively and to create or edit a wide variety of public-facing materials, as well as information used by SUWA's members and grassroots activists. This role presents a great opportunity to learn and grow with other communications professionals while making an impact at an effective nonprofit.

Duties & Responsibilities

Writing and Content Creation (40%)

- Creates or edits a variety of public-facing materials (press releases, emails, advocacy actions, newsletter articles, paper alerts, fact sheets, blog posts, etc.), ensuring they meet SUWA style guide and consistency.
- Creates or edits a variety of materials (talking points, backgrounders, educational materials, etc.) for use by SUWA staff or members. May draft materials for use by partner organizations, activists, or other individuals.
- Works closely with the Campaigns and Communications Director during rapid response moments on SUWA's external response and outreach.
- Works closely with other Communications Team staff to modify the materials above for use across various SUWA platforms, especially social media.

Social Media Management (40%)

- Posts on SUWA's social media accounts (Facebook, Instagram, Bluesky, LinkedIn, etc.); interacts with users and responds to social media messages, inquiries, and comments with the goal of maintaining a robust online community and encouraging deeper engagement. Works with the Organizing and Stewardship Teams to identify new activists from social media and connects these activists to the appropriate team for continued engagement.
- Develops and utilizes an editorial calendar specifically for social media, with a pool of "evergreen" content. Social media graphics will be created in coordination with other Communications Team members.
- Creates and utilizes social listening practices to better understand the digital landscape of SUWA's issues, online advocates, and overall brand reputation.

Writer and Communications Specialist



Communications Team Projects (10%)

- Cross-trained on production of advocacy actions and email blasts; assists Senior Communications Manager on print newsletter, mailed alerts, and any other special projects. Supports the Senior Communications Manager with ongoing website maintenance (general content, forms, blog posts, online store, etc.) and the editing, formatting, and sending of emails (as needed).
- Analyzes and makes recommendations to improve other teams' use of the SUWA digital engagement tools.
- Represents Communications Team and Campaigns Department during internal meetings and in collaborations with other teams across the organization.

Other Duties & Responsibilities (10%)

- May assist Development Team with writing or editing copy as needed.
- Supports organizational retreats, publications, donor and member engagement, and other special initiatives connected to campaign goals; performs other duties as assigned to advance SUWA's mission.

Work Environment & Travel Requirements

- Works independently and collaboratively across teams, departments, and time zones, exercising sound judgment in dynamic political and advocacy environments.
- Travels occasionally within the region, with national travel during urgent conservation threats or rapid-response mobilization; works evenings and weekends as campaign priorities require.
- Assists SUWA staff with public speaking and presentation responsibilities; ability to transport outreach and event materials up to 50 lbs; work performed in office, community, travel, remote, and public settings.

Training & Qualifications

The requirements listed below are representative of the knowledge, skills, and/or ability required for the role -- the ideal candidate will have all or some of these qualifications. If you don't have all of them, apply anyway and tell us about your skills and experience. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- 2+ years of relevant experience, or any combination of education, experience, and training which provides the desired knowledge, skills, and abilities.
- Commitment to wilderness preservation and SUWA's mission. The ideal candidate will have a background in, or at least a strong interest in, conservation and/or environmental issues.
- Strong writing, communication, presentation, time management, planning, and interpersonal skills.
- Demonstrated knowledge of social media and proficiency with major social media platforms.
- Demonstrated experience with CMS and CRM platforms, Wordpress, and online advocacy action platforms.
- Computer literacy, including MS Office products: Word, Excel, Outlook, PowerPoint, Teams, etc.
- Diplomacy, sound judgment, and discretion when dealing with members, potential members, and other staff.
- High degree of energy, self-motivation, and flexibility; Strong work ethic with a positive attitude.
- Ability to perform multiple tasks effectively with a focus on timeliness and responsiveness.

Preferred Qualifications

- Experience with Adobe Products (InDesign, Photoshop, Express, etc.), Canva, or other programs.
- Experience in advocacy, campaigns, public affairs, conservation, political strategy, or coalition work; knowledge of wilderness conservation, public lands policy, or federal land management.
- Bilingual or multilingual skills; ties to Utah a plus but not required.