

SITKA CONSERVATION SOCIETY

Storytelling and Engagement Specialist

The [Sitka Conservation Society](#) works to conserve the natural environment of the Tongass National Forest while supporting the development of socially, economically, and environmentally sustainable communities in Southeast Alaska

Job Title: Storytelling and Engagement Specialist

Compensation: Between \$55,00 and \$65,000 depending on experience

Benefits: Vacation, Sick leave, Holidays, Health Care Eligible, Retirement (eligible after two years of full-time employment)

Reports to: Director of Storytelling, Sitka Conservation Society

Job Summary: The Storytelling and Engagement Specialist (SES) will work with the Sitka Conservation Society (SCS) and the United States Forest Service (USFS) to connect the accomplishments and progress of the [Southeast Alaska Sustainability Strategy \(SASS\)](#) with strategic audiences including those (1) within the agency (2) with Southeast Alaskan communities (3) with SASS- supported partners and programs (4) with elected officials and (5) with the United States citizens who share these public lands.

The selected candidate will work with a team of creatives, policy and project experts, communications leaders and more, with the [Sustainable Southeast Partnership](#), Sitka Conservation Society, and United States Forest Service to create, leverage, and measure the reach and engagement of creative content. This may include, but is not limited to (1) social media (2) e-newsletters (4) journalism (5) photo essays (6) earned and controlled media pieces (7) videos (8) presentations, policy briefs, posters and one pagers (9) a dynamic storymap.

The SES will work with partners and the USFS to understand and engage regularly with the execution of the SASS and align engaging communications outputs to that execution. Priority programs include, but are not limited to: (1) Community Forest Partnerships in Kake, Hoonah, and on Prince of Wales (2) Sustainable Southeast Partnership (3) Indigenous Guardians Network (4) workforce development programs.

The overarching goals of this position are to use communications to amplify the impact of and make accessible to wider audiences the SASS.

This position will be predominantly based in Sitka, Alaska but will require travel into rural and Indigenous communities, Wilderness areas, and other remote locations and field sites as strategic and opportune.

Specific Duties and Responsibilities:

- 1) **Policy Engagement and Understanding of SASS Execution:** The SES will seek to understand the socio-political context of sustainability, rural and Indigenous community priorities, and environmental and natural resource management in Southeast Alaska. The SES will be responsible for understanding key policy developments relating to public lands and Southeast Alaska. They will develop materials to communicate projects, opportunities for increased impact, outcomes of investments on the ground, and barriers to success. They will use the insight they gain from deep knowledge and understanding of the SASS projects and strategy to craft stories that help develop strategies for making policy changes that contribute to larger goals of systems change. Key themes and/or stakeholders include:
 - a. Rural economic development initiatives and strategies
 - b. Tribal governance and partnerships
 - c. Natural resource management and public lands
 - d. Sustainability initiatives related to renewable energy, food security, regenerative economies, etc.
 - e. Conservation initiatives, habitat restoration, forest management, stream monitoring
 - f. Alaska Native Corporations and their business models in Southeast Alaska
 - g. Landmark federal legislation that impacts the Tongass, including but not limited to the Alaska Native Claims Settlement Act, the Alaska National Interest Lands Conservation Act, the Tongass Timber Reform Act, and the 2001 Roadless Rule

- 2) **Creative Content Creation:** The SES will create and coordinate the creation of engaging content that illustrates the execution of the SASS across rural and Indigenous communities in Southeast Alaska. This content will:
 - a. Institutionalize our common [values](#) across Southeast Alaska, within the agency, and across the institutions we engage with
 - b. Demonstrate how our values and vision manifest in action and tangible outcomes for our communities
 - c. Encourage and recruit participation
 - d. Catalyze, bolster, change policies in ways that promote sustainability, justice, equity, and resilience
 - e. Target strategic audiences and stakeholders, including within land management agencies themselves
 - f. Follow our [guiding principles and methodology for responsible storytelling](#)

- 3) **Leveraging for Engagement and Impact:** The SES will ensure that creative content is leveraged for impact and engagement by:
- a. Identifying and collecting anecdotal and quantitative data and metrics to understand reach and response
 - b. Leveraging content across multiple platforms (digital, in person, direct sharing, print)

Skills and Abilities:

- 1) At least 2 years of experience in communications or journalism work
- 2) Demonstrated talents and abilities with creative communications (eg. video, photography, writing, social media) and strategy
- 3) Ability to work with the wide range of Southeast Alaska stakeholders including business owners, commercial fisherman, tribal citizens, tribal leaders, elected officials, agency and municipal staff, youth, culture bearers, social media influencers,, and all other Alaska stakeholders.
- 4) Experience or interest in public policy, political studies, sustainable development, environmental studies/policy, international development, communications, marketing, etc.
- 5) Comfort and ability to work in demanding and remote field settings
- 6) Demonstrated career progression with increasing levels of responsibility
- 7) Ability to lead, mentor, and inspire internal staff; ability to lead-up; ability to effectively participate, influence, and lead within coalitions,
- 8) Knowledge and understanding of environmental and ecological systems of Southeast Alaska.
- 9) Ability to engage and work with academic researchers; ability to research and understand academic research outputs;
- 10) Ability to write and administer contracts; understand and work with financial and funding agreements
- 11) Ability to work in a team, ability to lead a team, ability to work alone.

To apply:

Please send a resume, cover letter, a portfolio of creative work and at least two references to the Sitka Conservation Society [info@sitkawild.org].

Direct questions to info@sitkawild.org . Position open until filled, we will begin reviewing applicants June 10th.