

Communications: Email Specialist

Bay Area Climbers Coalition

Bay Area Climbers Coalition Mission Statement:

The Bay Area Climbers Coalition is a volunteer-run 501(c)(3) non-profit organization focused on preserving access to local outdoor areas by actively fostering positive relationships with land managers, hosting stewardship events, and providing educational programming for the climbing community.

Position Summary:

The Email Specialist supports the Communications Director a voice of the Coalition to our climbing community and the general public. The ideal candidates bring professional-level email marketing experience to this role, and will work to engage the coalition's audience and generally spread the stoke.

Key Responsibilities and Duties:

- Drafting, proofreading and sending regular email correspondence to promote coalition activities
- Managing the coalition's email list, including adding new members and removing inactive members
- Sourcing images, content and copy from external sources when necessary
- Brainstorming strategies to grow the coalition's email list and better engage with members
- Following professional climbers and environmental advocacy groups and publications to stay abreast of movements and ideas the coalition should be aware of and participating in
- Responsibilities may vary and are determined in conjunction with the Communications Director and the board according to your skills, coalition needs, and your goals

Qualifications:

- Familiarity with Mailchimp and mailing list management best practices, including email design, formatting, editing and optimization
- Superb writing and grammar skills
- Familiarity with email KPIs and analysis
- Self-starter who can manage time effectively to complete projects efficiently, with or without a deadline
- Alignment with the mission of the Bay Area Climbers Coalition

Time Commitment:

- 1 year commitment to position
- A consistent commitment of 2 to 7 hours per week is expected
- Attendance at monthly board meetings (~2 hours per month) is encouraged