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## National Council for Air and Stream Improvement, Inc.

### Job Description

**Position:** Communications Specialist  
**Reports to:** Communications Program Manager  
**Work Week:** Exempt position; 40+ hours per week to meet work demands  
**Location:** Corvallis, Oregon office

### Essential Job Functions:

- Convert scientific information and data, often complicated and dense content, into social media and promotional materials for broader audiences.
- Utilize digital strategies to convert Members and followers into brand ambassadors with engaging, responsive, and captivating social media content.
- Develop infographics, charts and graphs that visualize data to make complex research and concepts more accessible, understandable, and usable.
- Collaborate with NCASI technical staff to interpret research results and translate them into content appropriate for NCASI's various audiences (technical and non-technical, public and members) via the use of multiple communications channels (print, email, website, video, social media).
- Read, absorb, process, and communicate complex information. Assist in responding to communications queries by NCASI clients and others in a competent and timely manner.

### Communications Strategy and Support Responsibilities

- As part of the NCASI communications team, participate in the planning and implementation of the organization's communications strategy.
- Assist with content development for redesign and maintenance of the NCASI and NCASI Foundation websites.
- Provide copyediting and formatting support to produce NCASI publications, including technical bulletins, handbooks, fact sheets, and presentations, as needed.
- Identify opportunities and trends, analyze performance metrics, and offer new ideas to evolve communications strategies over time.

### Project Management and Design Responsibilities

- Oversee the curation of content and the creation of bi-monthly external newsletter.
- Work with technical staff to build and enhance data visualization tools.
- Integrate branding throughout NCASI publications, website, and other NCASI products, events, and services.

### **Additional Responsibilities**

- Administrative support services such as receipt of mail and deliveries, phone answering, and basic HR responsibilities for seasonal field staff paperwork.
- Assistance with Annual Conference with duties in support of both the in-person event and the virtual platform.
- Additional activities as assigned by the Vice President, Business Affairs or the Communications Program Manager.

### **Minimum Qualifications:**

- Bachelor's degree in a relevant field, such as Communications, or Graphic Design, or Journalism and/or an Associate's degree in a related field and at least two years of experience in a Communications related job or internship.
- Ability to think creatively about the best ways to use data and research to build and strengthen the scientific foundation of communications products.
- Experience building a community on social media platforms, specifically LinkedIn and Twitter, and how it may be used effectively within the context of a non-profit membership-based association.
- Familiarity with Microsoft Office and Adobe Creative Suite. Experience with web content management systems.
- Compliance with organizational mandate to be fully vaccinated for COVID-19.

### **Additional Preferred Qualifications:**

- Experience with working with graphic design software.
- Experience creating infographics.
- Experience with photography and/or video production.
- Familiarity with forestry, the forest products industry, and/or environmental science.
- Ability to derive objective, credible statements from detailed research results and communicate highly complex data and information in layman's terms.

### **Competencies and Attributes:**

- Self-starter, creative, with the ability to pivot.
- Detail oriented.
- Ability to manage multiple projects and deadlines.
- Ability to collaborate across programs and specializations.
- A demonstrable ability to work effectively with others.
- Ability to maintain confidentiality and security of proprietary information.

To apply for this position, please submit your résumé to: Stacy Shelp, Communications Program Manager, NCASI, 1513 Walnut Street, Suite 200, Cary, NC 27511, [sshelp@ncasi.org](mailto:sshelp@ncasi.org). Review of applications will begin on October 27, 2021, and continue until the position is filled. NCASI is an equal opportunity employer.