



GRAND TETON NATIONAL PARK
FOUNDATION

JOB DESCRIPTION

JOB TITLE: Digital Communications Coordinator

SUPERVISOR: Vice President for Communications

LOCATION: Jackson, Wyoming – in-person or hybrid remote

WORK SCHEDULE: Full-time, salaried with benefits

ABOUT GRAND TETON NATIONAL PARK FOUNDATION

Grand Teton National Park Foundation is a private, nonprofit organization whose mission is to partner with Grand Teton National Park to steward, protect, and enhance one of America's most iconic landscapes. Since 1997, the Foundation has raised more than \$150 million to support wildlife conservation, cultural preservation, youth engagement, and major capital projects, including the Craig Thomas Discovery and Visitor Center, the Jenny Lake renewal, and the protection of critical lands like the Antelope Flats and Kelly parcels. Through innovative partnerships and private philanthropy, the Foundation helps ensure a vibrant future for Grand Teton National Park.

POSITION OVERVIEW:

The Digital Communications Coordinator will oversee Grand Teton National Park Foundation's digital strategy, focusing on storytelling that highlights the organization's impact. This role involves managing content across social media, email, and website to engage and inspire supporters while reaching new audiences. The ideal candidate will collaborate effectively with partners, develop compelling multimedia campaigns, and ensure consistent, mission-driven messaging across all platforms. The person who fills this position will work with direction from the Vice President for Communications in all aspects of the job, while also providing relevant support to Foundation staff and working collaboratively with Grand Teton's public affairs team.

CORE RESPONSIBILITIES:

- **Content Creation & Management:** Develop, write, and manage content for the Foundation's digital platforms, including social media, email newsletters, and website, to share stories about the Foundation's impact and general information about Grand Teton National Park.
- **Digital Strategy Implementation:** Execute and optimize digital tools and campaigns to increase audience engagement, strengthen donor relationships, and inspire philanthropic support.
- **Social Media Oversight:** Create and manage a content calendar, schedule posts, monitor engagement, and track performance metrics to ensure dynamic and effective social media presence.
- **Analytics & Reporting:** Utilize existing reports and insights to analyze digital performance data, informing content strategy and improving overall digital engagement.
- **Partner Collaboration:** Work closely with Grand Teton National Park staff, community partners, and stakeholders to amplify shared initiatives and key messages.
- **Brand Consistency:** Maintain consistent tone, style, and messaging aligned with the Foundation's mission and values.
- **Versatility:** Assist with a variety of communications tasks—media releases, print material production, impact reports, etc.—and other duties as assigned.



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QUALIFICATIONS / SKILLS:

- Bachelor's degree in communications, marketing, digital media, or a related field (or equivalent experience).
- 2-5 years of professional experience in digital communications, social media management, content creation, or a similar role.
- Strong writing and storytelling skills, with the ability to craft engaging, mission-driven content for diverse audiences.
- Proficiency in social media platforms (Instagram, Facebook, etc.) and scheduling tools.
- Experience managing and optimizing email marketing campaigns and working with platforms, such as Campaign Monitor, Mailchimp, or other similar tools.
- Basic proficiency in website content management systems, such as WordPress.
- Familiarity with digital analytics tools (e.g., Google Analytics) to track performance and inform strategy.
- Experience with photo and video editing (e.g., Adobe Photoshop and InDesign, Canva, or similar tools) to support multimedia storytelling.
- Strong organizational skills, attention to detail, and ability to manage multiple projects and deadlines simultaneously.
- Collaborative mindset and the ability to work and communicate effectively with partners, stakeholders, and cross-functional teams.
- Passion for conservation, public lands, and/or nonprofit work, and a commitment to the mission of Grand Teton National Park Foundation.

COMPENSATION

Full-time, salaried with benefits. Salary range of \$55,000 - \$70,000 per year, depending on experience.

JOIN US

Are you a creative storyteller with a passion for conservation and digital media? Join a mission-driven team working to protect one of the most iconic national parks in the country. As the Digital Communications Coordinator, you will play a key role in connecting people to Grand Teton National Park's inspiring stories, landscapes, and legacy. Please submit a cover letter, resume, and relevant work samples or portfolio to employment@gtnpf.org by May 23, 2025. No phone calls please.

Grand Teton National Park Foundation is an equal opportunity employer committed to identifying and developing the skills and leadership of people from diverse backgrounds.