

Communications & Marketing Position

Posted April 16th, 2024

POSITION

This is a part-time, 20 hour per week, non-exempt position and can be performed as a hybrid of in-person and remote work. In order to perform this work effectively and tell the story of the Whidbey Institute, candidates must be local with the flexibility to capture various activities and occasions onsite. Being a part of the Whidbey Institute team means you will be given opportunities to grow and expand your responsibilities within the organization as opportunities arise.

Application Deadline: Priority submission deadline is April 30th, 2024. Position open until filled.

ABOUT YOU

You are a communications professional who values clear, accurate, and brand-aligned messaging and can use words and images to tell a compelling story. You have technical proficiency with Wordpress and with Mailchimp or similar email marketing platforms. You have some page layout editing experience or are willing to learn. Experience using design software and proficiency with HTML basics is preferred. You are familiar with managing social media accounts, producing written and visual content, designing and optimizing email campaigns.

ASPECTS OF THE WORK

In this role, you will:

- Create a strategic communications plan that reaches across all platforms including web, social media, local calendars, etc.
- Capture onsite activities and special occasions through videography, photography and storytelling
- Manage social media accounts, including creating and posting content
- Work with a team to understand and develop key stories and announcements, then ensure those stories reach our audiences
- Update and maintain a custom Wordpress website
- Work with a web developer to ensure website features are working well, or are a web developer yourself
- Post event announcements to local community calendars
- Design graphics, flyers, and brochures for print and web
- Write content for website and mailings
- Write, test, and launch digital newsletters
- Market programs and our organization
- Support Registrar in building and updating registration forms

- Maintain in-house Communications calendar to track flow of key stories, announcements, and outreach/publicity for fundraising and community events
- Support fundraising and community event teams via outreach/publicity (website, social media, snail mail, registration and donation platforms)
- Participate in bi-weekly staff meetings

WHIDBEY INSTITUTE PURPOSE AND PRINCIPLES

Whidbey Institute is a home for transformational learning and a 501(c)(3) nonprofit with a mission to nurture the conditions for transformational learning.

We partner with a network of program leaders working in the areas of generative leadership, ecosystem vitality, community resilience, and more to offer one-day and multi-day workshops, conferences, and retreats. Our 106-acre conservation forest campus on South Whidbey Island is open to the public and features integrated gardens and a four-mile trail network.

Our purpose is to be a Place for those called by the responsibility and transformative potential of these times. To serve this purpose, we center these principles:

Dignity: in centering dignity we recognize the inherent value and worth of each being. We recognize one another and all beings as sentient and worthy of love.

Equity: in centering equity we recognize we live in a culture and society that actively undermines the dignity of many. We acknowledge the imperative to dismantle systems of oppression, starting with our own mindsets and ways of being.

Regeneration: in centering regeneration we recognize the imperative to live in alignment with life and the need for the restoration of ecosystems and ecological communities. We commit to rooting ourselves once again in the community of life.

Symbiosis: in centering symbiosis we recognize that generative relationships are mutually uplifting, and that our relationships—from how we structure our organization to how we steward the land to how we partner with others—can enhance outcomes for all.

ORGANIZATION AND CULTURE

We invite applicants with experience or interest in self-organization and distributed leadership who are willing to learn new ways of organizing how we work together. By joining the Whidbey Institute, staff members agree to participate in the conscious co-evolution of cultural conditions that invite collective health, wholeness, and integrity.

Our system relies upon each of us within the organization to sense and respond to challenges, tensions, and opportunities with creativity, resourcefulness, and whole-hearted presence. We value open communication, direct feedback, inclusivity, and equity. People tend to succeed in our team when they have capacities for self-reflection and great interpersonal skills.

DESIRED QUALIFICATIONS & QUALITIES

- Proven work experience in communications administration or similar roles.
- Software skills (Wordpress, Google products, Mailchimp or similar email marketing platform, Adobe Creative Suite, some basic HTML skills).
- Excellent verbal and written communications skills.
- Resonance with the mission and purpose of the Whidbey Institute.
- Familiarity with or enthusiasm to learn about distributed leadership systems.
- Ability to contribute effectively to a high-functioning team of like-minded individuals
- Alignment with the values of equity, dignity, regeneration, and symbiosis, including a personal commitment to anti-racist learning and action.

COMPENSATION & BENEFITS

This is a 20-hour per week position paying \$26.50—\$30 per hour. Benefits include paid time off, sick leave, and holidays, with a sabbatical policy, professional development stipend, and subsidized attendance to Whidbey Institute offerings.

SELECTION PROCESS

Applications are explicitly invited from people of all identities and backgrounds. Applications will be reviewed on a rolling basis and the position is open until filled.

APPLY

Please email your resume and cover letter to work@whidbeyinstitute.org with “Communications and Marketing Applicant” in the title. Additionally, please include answers to the following questions in three to four sentences:

- Describe a time when you managed a communications or outreach effort.
- What are some conditions that foster equity and inclusion?
- Tell us about your experience with, and specific ways you’ve used, Wordpress; email software; and/or registration software.

Email work@whidbeyinstitute.org if you have questions about this process, or if you need accommodation because of a disability for any part of the employment process.