JOB DESCRIPTION

Position: Communications Manager

Reports to: Director of External Affairs

Updated: June 2023

Supervises: Communications Intern

Job Summary

Mount Washington Observatory (MWOBS) is a nonprofit, member-supported research and educational institution that has operated a weather station on the summit of the Northeast’s highest peak for over 90 years.

The Communications Manager reports to the Director of External Affairs and is responsible for driving MWOBS’ communications strategy. This key member of our staff will partner with weather observers and program leaders, assign and author a variety of compelling content, and collaborate with local, regional, and national media to guide story development. The successful candidate will have opportunities for professional development in strategic communications, storytelling, media relations, and other key areas. Flexible and remote work is available with this position as responsibilities allow.

Please send a cover letter, resume, writing sample, and three references to MWOBS at jobs@mountwashington.org to be considered for this full-time, year-round position. The position remains open until filled. A complete description of job responsibilities can be found below.

Primary Duties and Responsibilities:

• Guide and implement the annual communications plan and editorial calendar while producing digital and print content that demonstrates the credibility, scientific relevance, and impacts of our work – advancing fundraising, research, education, and other strategic objectives.
• Build out and elevate storytelling on mountwashington.org, with a focus on weather and climate communications, while overseeing content updates and assisting Directors with website work.
• Edit and oversee the timely production of three annual editions of Windswept (MWOBS’ journal) and one Annual Report.
• Oversee daily social media plan while coaching summit staff in creating content that speaks to the interests of a highly engaged audience of some 350,000 followers.
• Elevate awareness and understanding of MWOBS’ brand through earned media while cultivating media partnerships and opportunities to amplify the organization’s work.
• Respond to all press inquiries in a timely fashion. Coordinate staff interviews, provide relevant coaching and story background, and work with reporters and producers on story development.
• Coordinate and lead annual training for staff who interact with media.
• Coordinate media visits to the summit, working with transportation and weather station staff.
• Compile and maintain a list of current media contacts for targeted story pitching and press release distribution regionally, nationally, and internationally. Author press releases as needed.
• Create and distribute quarterly press story tip sheets as well as a bi-annual list of staff experts for media interviews.
• Work with a graphic designer on marketing collateral and advertising while also designing materials in-house using Adobe Creative Suite, ensuring excellence in visual design.
• Plan and produce MWOBS’ monthly newsletter and other email outreach using Bloomerang. Also oversee internal monthly staff newsletter with Office Administrator.
• Work with corporate sponsors and summit partners to ensure timely marketing plan completion.
• Help with outreach to state and federal governmental officials and their staff.
• Like all MWOBS employees, the Communications Manager is an ambassador for this unique nonprofit and carries the responsibility of always being a good representative in the community.
• Other duties and special projects as assigned.

Education and Experience
The Communications Manager possesses a minimum of a Bachelor’s Degree in communications, journalism, English, or related field, plus experience in communications or marketing. Familiarity with Adobe Creative Suite and website content management systems (such as WordPress) a plus.

Knowledge, Skills, and Abilities
• Excellent copywriting and communication skills, including the ability to understand and skillfully summarize weather and climate science topics for a general audience.
• Experience creating and implementing communications plans, with expertise in social media and video, to engage target audiences while working in collaboration with content contributors.
• Keen eye for graphic design and ensuring a brand’s consistent visual identity across media.
• Experience working with journalists/members of the media to facilitate story production.
• Excellent at time management, problem solving, and following through with minimal direction.
• Ability to work independently with minimal supervision and collaboratively as a member of the MWOBS team. Willingness to pitch in when/where needed. Positive attitude and good sense of humor a plus.

Work Environment
This position is based at the Mount Washington Observatory’s office in North Conway, NH, with opportunities to work remotely or set flexible hours. Some limited travel will be required at times, including to the summit of Mount Washington, for media visits and other outreach events.

Benefits
This position qualifies for the standard benefits package for full-time employees. Current employee benefits include generous paid time off, health, vision, and dental insurance, short and long-term disability insurance, a retirement plan after six months of service, complimentary gear from our sponsors, and discounts on our retail items.

Hire/Fire Responsibility
This position has no hire/fire responsibility.

Employment at Will
This job description does not constitute an employment agreement between MWOBS and employee and is subject to change as needs evolve.