



**PROTECTING
SNOW LEOPARDS**
for over forty years

The International Snow Leopard Trust Job Announcement Communications & Media Specialist

Employment Status: Regular, Full-Time, Hourly

Hourly Rate Range: \$29 to \$33 an hour

FLSA Status: Non-Exempt

Category: Administrative

Reports to: Director of Philanthropy & Communications

Location: Full Time Remote

Recruitment: Open from April 15, 2026 through May 15, 2026

Background

The International Snow Leopard Trust (SLT) is a non-profit organization dedicated to conserving the snow leopard and its high-mountain ecosystems. SLT aims to ethically conserve snow leopards and their high-mountain ecosystems through partnerships with Indigenous peoples & local communities, and through research to improve the understanding of snow leopard behavior, needs, habitats, and threats. The Snow Leopard Trust operates through its Partner Network in snow leopard range countries, including India, the Kyrgyz Republic, Mongolia, Nepal and Pakistan, with additional teams in the United States and Europe. We collaborate with governments and conservationists across all twelve range countries through the intergovernmental initiative, the Global Snow Leopard and Ecosystem Protection Program. Additionally, we advance snow leopard conservation through the Snow Leopard Network while promoting ethical conservation practices globally via the Ethical Conservation Alliance.

Position Purpose

The Communications & Media Specialist is the primary engine of content generation for the organization. This is a high-output role focused on developing and implementing a communications strategy that ensures constant acquisition and creation of stories, media assets, and digital copy, and growing social media reach and followers. By maintaining a "continuous feed" of high-quality content, this role ensures that the organization has a robust library of materials to pull from for formal reports, e-newsletters, donor stewardship and program support.

Key Responsibilities

High-Volume Content Generation (35%)

- **Story Mining:** Conduct a high frequency of virtual interviews with program staff and beneficiaries to ensure a consistent pipeline and organized, growing, relevant repository of impact narratives.



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- **Build Story Generation Capacity:** Training, mentoring and guiding field teams on high-quality story acquisition through video, photo, and print, developing communication guidelines and training packet
- **Rapid Copywriting:** Produce a steady stream of blog posts, success stories, and "impact snippets" that the Impact Manager and other staff can curate for formal donor communications.
- **Drafting & Iteration:** Provide the raw written material and "first-draft" vetted information with validated data for all philanthropy-related projects, allowing the Impact Manager to focus on final editorial selection.
- **Executive writing support:** Support Senior Leadership in generating thought-leadership drafts and Social Media updates).
- **Manage SLT Communication Calendar:** Serve as the primary communications coordinator, managing the content calendar and coordinating necessary inputs from Program and Philanthropy staff through Coschedule and/or determined tools, present communications priorities/agenda for the Philanthropy team. Collaborate with the sales team to incorporate in communications calendar and strategy.
- **Manage Print Newsletter:** Collaborate with Impact Manager to acquire stories and provide 'first draft' copy to Impact Manager so she can finalize the design and language for the Newsletter. Manage Newsletter production and distribution schedule and implementation.

Multimedia Asset Production & Management (25%)

- **Visual Content Creation:** Produce and edit short-form videos, graphics, and photography stories that capture the "heart" of the organization's work.
- **Asset Infrastructure (DAM):** Develop and maintain a meticulously organized Digital Asset Management system. Ensure every piece of content is properly credited, tagged, and searchable. Responsible for curating all digital content so that it is accessible by SLT staff and the network.
 - **Physical Archive Oversight:** Manage the organization's physical and digital media history, ensuring all legacy assets are accessible for long-term storytelling.
- **Photographer Management:** Remotely coordinate with external photographers and videographers; ensure all deliverables are credited, archived, brand-compliant (ethically produced), and ready for immediate use.
- **Print Project Management:** In collaboration with Philanthropy, manage execution and distribution for print communication pieces, i.e. newsletter, legacy postcards, end-of-year cards, etc. tracking expenses and invoices. Collaborate with the print house where necessary and with the office team when in-house.

Social Media Execution & Growth (20%)

- **Channel Management:** Transform the daily flow of "mined" stories into active, engaging posts across LinkedIn, Instagram, and other professional channels. Collaborate with the Global Partnerships Director and Philanthropy team to determine priorities and develop a branding and social media strategy. Maintain a clear social media calendar based on the co-developed strategy.



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- Identify and manage progress towards annual growth goals based on the co-developed strategy.
- **Real-Time Engagement:** Manage daily social interactions, community management, and audience growth strategies.
- **Content Testing:** Monitor which stories resonate most with the social audience to provide "intel" to the Impact Manager on what content should be prioritized for donor reports.
- **Monitoring:** Ensure quarterly and event specific monitoring and reporting of social media metrics.

Donor Communications & E-News Support (10%)

- **Content Feeding:** Curate a menu of stories, photos, and quotes so the impact manager can use it for e-newsletter cycle and impact report.
- **Collateral Support:** Support the Philanthropy team in generating bespoke content for specific donor pitches or campaign-specific landing pages.
- **Sales Emails:** Collaborate with the sales team to manage the distribution of sales emails.

SLT Website Management & Public Relations (10%)

- **Digital Maintenance:** Manage all content updates, bio refreshes, and media uploads for the SLT's website and associated organizational pages.
- **Public Relations:** Author and distribute press releases for major milestones; cultivate and manage a virtual database of journalists to secure earned media placements.

Qualifications, Education & Experience

Required:

- 4–6 years experience in a content-heavy role (Communications, Journalism, PR, or Creative Agency) with a focus on high-volume production and high-quality, proven writing skills.
- Advanced proficiency in Digital Asset Management (DAM) software, Content Management Systems (CMS), and the Adobe Creative Suite, or Canva Pro and DropBox.
- Exceptional ability to build rapport virtually to extract stories and source content from busy program staff.
- Must demonstrate the ability to produce "volume"—showing a range of print and digital stories, videos, social posts, and media assets created for a single brand or mission.
- Must demonstrate understanding of web and digital design principles.
- Commitment to the Snow Leopard Trust's mission and values
- Ability to work across time zones and manage a flexible schedule as needed.

Competencies:

- Ability to deal with deadlines and the challenge of producing a high volume of fresh digital, video, and print content every week.



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- Organization skills capable of creating perfectly tagged database
- Maturity and skills to provide the raw material that fuels the organization's most important communications.
- Ability to capture the unique "voice" of different leaders and program areas without constant supervision.

Preferred:

- Experience in a nonprofit organization.
- Passion for wildlife conservation or international community-based development.
- Experience supporting international communications.

Location & Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. This position is primarily a stationary position with prolonged periods of stationary position doing computer work. While performing the duties of this job, the employee is regularly required to communicate and exchange information. This position may require some overnight travel and participation in online meetings beyond regular business hours with an international team. This position is approved for full-time remote work location and requires a dedicated home office setup with high-speed internet.

Compensation & Benefits:

The hourly wage range for this position will be offered between \$29 to \$33 an hour based on location and qualifications. Employees (and their families) are eligible to enroll in SLT's medical, dental & vision plans. Employees are eligible to enroll in SLT's 403(b) retirement plan. SLT supports generous paid time off. Full-Time employees accrue 13.33 hours of vacation and 5.33 hours of sick leave monthly. SLT also supports 10 paid holidays per year. SLT offers a flexible weekday schedule based on time zones. This position is approved for full-time remote work location.

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HOW TO APPLY

Please submit a resume/cv, cover letter and work sample (can be any type of content creation) to jobs@snowleopard.org as PDF documents by the deadline to be considered and include "Communications & Media Specialist" in the subject line of the email submission. The deadline for submitting your application is May 15, 2026. Please do not call regarding this position. Questions regarding this position should be emailed to jobs@snowleopard.org.

Job offer is contingent upon verification of credentials and other information required by the employment process and may include an oral interview(s), skills test and the successful completion of a background check.



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Snow Leopard Trust values and celebrates diversity in the workplace and is committed to advancing equity through our work. Cultivating a diverse and inclusive staff is a priority. People of color and others with underrepresented identities (including, but not limited to: gender identity, class, socioeconomic status, sexual orientation, age, ability and background) are strongly and sincerely encouraged to apply. Snow Leopard Trust is an equal opportunity employer and values diversity. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.