

Communications Director Job Description

Title: Communications Director Job Description

Hours: Full-time, salaried

Reports to: Executive Director

Location: The Conservation Alliance Headquarters in Bend, Oregon or a remote location.

Position Summary: The Communications Director is responsible for developing and executing a communications strategy that supports The Conservation Alliance's vision and mission. This person is responsible for directing the written and visual representation of The Conservation Alliance across all communication channels. The Communications Director will lead the effort to develop new messaging that reflects our growing organization as we expand into new industries and refine the way we talk about our work. This person will apply their expertise in written communications to elevate complex policy issues, connect land and water conservation to climate resiliency, and participate in our journey to become a more diverse, inclusive and equitable organization. The Creative and Digital Manager reports to the Communications Director, and together, this two-person communications team will create compelling campaigns and content that inspire businesses and consumers to fight for the preservation of our threatened wild lands and waters.

Responsibilities

Directing Communications:

- Work with Conservation Alliance staff and board to develop annual goals and strategic communication priorities.
- Responsible for directing, writing or editing all written communication.
- Develop a communication plan that applies to a diverse and growing alliance of businesses and industries. (tech, outdoor, craft brew, natural foods).
- Lead the effort to develop new and inspiring messaging that revitalizes how we talk about our work and reflects our growing membership, i.e. climate impacts, new industries.
- Work with the Creative and Digital Manager to develop content that exemplifies our mission, vision, and values, i.e. videos, member content toolkits, quarterly priority campaigns.
- Support the development and launch of a new website in 2021.
- Engage in our journey to become a more diverse, equitable and inclusive organization and exemplify what we learn in all written and visual communications.
- Work with advocacy program staff to publish important campaign updates and calls-to-action.
- Work with the team to develop engagement tools that inspire Conservation Alliance member companies and their consumers to take action.
- Work with member companies and the membership program manager to develop custom campaigns that achieve the goals of our members and The Conservation Alliance.
- Develop a PR strategy that supports our recruitment, awareness and retention goals.
- Grow The Conservation Alliance audience of member company employees and industry professionals.

Fundraising and Organizational Responsibilities

- Manage and support the Creative and Digital Manager
- Write grant proposals for foundation grants (approx. five per year), progress reports for foundation grants, and member reports
- Work with executive director and membership program staff to create custom and strategic recruitment tools to secure new members and large donations
- Manage the communications program budget

QUALIFICATIONS

Required Experience and Personal Qualifications

- Personal alignment with and passion for The Conservation Alliance's mission and values
- Love of the outdoors
- Passion for communications
- Expert level writing skills
- Experienced copy-writer (five years or more preferred)
- Strong understanding of digital communication tools and planning
- Experience managing social media and email marketing
- Comfortable learning new digital platforms
- Affinity towards mission-driven and fast-paced nonprofit environments
- Commitment to full participation in the organization's [JEDI initiatives](#)
- Self-starter
- Experience working with the media and PR agencies
- Ability to manage multiple projects and deadlines effectively
- Ability to travel 3-5 times per year (once it is safe to do so)

Preferred Experience

- Experience working in both for profit and nonprofit sectors
- Experience managing B2B communications and B2C communications
- Knowledge of conservation policy and advocacy
- Experience managing direct reports
- Grant writing experience
- Past JEDI experience, especially with organizational JEDI change processes

Location

The position will be based at The Conservation Alliance Headquarters in Bend, Oregon or a remote location.

How to Apply

Please send a cover letter and resume to jobs@conservationalliance.com with "Communications Director Application" in the subject line by February 28, 2021. You will receive confirmation of your application within three business days. No phone calls, please.

WHAT TO EXPECT

When you join our team:

- You can expect to work with a small team of passionate people that are creative, scrappy, and committed to having an impact and getting their work done.
- You will have great benefits and work-life balance.

Compensation:

The Communications Director will be compensated with a competitive base salary and a strong benefits package, including a 401k plan.

Eligibility:

The Conservation Alliance is an equal opportunity employer. All qualified applicants will be considered for employment without unlawful discrimination based on race, color, creed, national origin, sex, age, disability, marital status, sexual orientation, military status, prior record of arrest or conviction, citizenship status or current employment status. We value diverse experiences and educational backgrounds.