



Title: Director of Marketing and Communications

Hours: Full-time, salaried

Reports to: VP Public Affairs

Location: Remote in the continental US with a strong preference for Bend, Oregon / Missoula, MT / Minneapolis, MN

Application Deadline: Open until filled - applications will be reviewed starting January 15, 2023

Position Summary: We are looking for a visionary, cause oriented communications professional to help transform our organization and elevate our impact. With the world at a tipping point, The Conservation Alliance provides a business-led answer to a global problem, proving that investing in land and water protection today creates jobs, helps local communities, and provides for future generations. And we need your help to tell our story. Also - you get to work with fun professionals at the top of their field as well as brands like Patagonia, The North Face, Bank of the West and KEEN.

The Director of Marketing and Communications will oversee the written and visual representation of The Conservation Alliance across all communication channels and create compelling campaigns that inspire businesses and consumers to advocate for the protection of outdoor spaces and wild places. This role is responsible for finding, telling, and distributing inspiring stories about our grantees, our member companies, and the wild places and outdoor spaces that our funding helps to protect.

Your responsibilities will include:

- Developing and executing a results-driven, multi-platform communications strategy for The Conservation Alliance.
- Driving creative vision, strategy, planning, and day-to-day implementation of social media and other digital communications activities to effectively engage key audiences around The Conservation Alliance brand through highly relevant content.
- Creating and managing all marketing materials, assets, and collateral in line with established brand direction.
- Developing marketing and/or advocacy campaign plans in partnership with cross-functional teams internally, and sometimes with key partners externally.
- Elevate TCA grantee successes and link TCA grantee stories with member businesses to elevate across their brand channels
- Managing and optimizing The Conservation Alliance website and implementing SEO/SEM strategies and tactics.
- Tracking effectiveness of various advocacy, recruitment, and company engagement campaigns and implementing course corrections as required.
- Leading the planning and implementation of PR and initiatives related to TCA.
- Growing The Conservation Alliance target audience and increasing engagement across social, email and our grassroots advocacy platform.

Key Requirements:

- You love to strategize and execute. If you don't like getting your hands dirty, this isn't the position for you.
- You are proficient in developing, executing, and measuring programs that keep target audiences and prospects engaged throughout the funnel.
- You have experience managing different audiences and driving advocacy and community growth for brands/organizations via organic and paid digital marketing and social media.
- You love LinkedIn, Instagram, TikTok, Facebook, Twitter, Google Analytics, and established social media listening tools like Spredfast/Sprinklr.
- You have an excellent understanding of email marketing platforms and programs and can implement marketing campaigns in partnership with consultants and staff.
- You have exceptional verbal and written communication skills and proven experience as a copy editor.
- You have a high level of attention to detail, including a proven ability to manage multiple and competing priorities simultaneously. You can move initiatives forward in a collaborative, effective and timely manner.
- You are committed to diversity, equity and inclusion and bring an equity lens to communications, from audience engagement, to storytelling, to visual representation that is inclusive of the communities we serve and seek to reach.
- You have excellent interpersonal skills and are adept at building relationships with different stakeholders and across cultural competencies.
- A commitment to innovation and staying ahead of emerging trends in digital communications, social media and visual storytelling,
- Willingness to take on new opportunities and challenges with a sense of urgency and positive energy.

Qualifications

- You have prior experience as a Director of Marketing, Communications or a similar role
- 7+ years of experience in communications, public relations, social media and digital marketing
- Combination of equivalent education, experience and training

How to apply:

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

Compensation:

The salary for this position is between 80K and 100K depending on skills and background. This position comes with a strong benefits package including generous time off, health, dental and vision insurance, and a 401k plan with a company match.

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.

Our Commitment to Justice, Equity, Diversity and Inclusion:

In order to achieve our vision, we must actively work to create systems of inclusion within ourselves as individuals, within our organizational culture, processes, and programs, and through our role in a greater conservation and environmental movement. This work takes time and consistent, life-long commitment.

As a coalition of business leaders and conservationists, we feel an acute urgency to demonstrate our sincerity through our actions. Yet, we understand that meaningful and lasting change begins with gaining clarity and alignment on our intended outcomes and how to get there. We strive for a blend of humility, patience, and determination as we work to transform ourselves, shift our culture, build upon our 32-year organizational history, and connect with networks and communities who have not been part of our alliance in the past. We know that our vision and path forward will evolve, and we commit to being transparent in both our mistakes and successes. We welcome the guidance and feedback of our members, grantees, supporters, and those we have yet to meet.

We'll have made meaningful progress when we share ownership of our mission with our partners and communities, broaden access to decision-making power over funding and project priorities, and when we expand and diversify access to our financial resources and political clout. This will require an ongoing practice of evaluating and letting go of existing beliefs, processes, and control, and reimagining what conservation and being a conservationist truly mean.

About The Conservation Alliance:

The Conservation Alliance is an organization of 270 like-minded businesses whose collective contributions support grassroots environmental organizations and their efforts to protect wild places where outdoor enthusiasts recreate. Alliance funds have played a key role in protecting rivers, trails, wildlands, and climbing areas throughout North America. Membership in the Alliance is open to all companies who care about protecting our most threatened wild places for habitat and outdoor recreation. Since 1989, we have contributed more than \$27,370,000 in grants to conservation organizations whose collective efforts have helped protect 73 million acres of land and 3,580 miles of rivers; stop or remove 37 dams; acquire 21 climbing areas; and designate five marine reserves. For complete information about The Conservation Alliance, visit www.conservationalliance.com.