

Staff Position Description

Title: Director of Communications

Starting Salary Range: The starting salary range for this position will be in the \$73,000 to \$75,190 range, depending on experience, education, and skills relevant to the position. Please note that the indicated starting salary range describes the range for an incumbent in this position. Most new staff generally start at the beginning of the range percentile to ensure internal salary equity.

Location: Fully remote eligible within the contiguous United States only.

Status: Full-Time, Exempt

Benefit Eligible: Health, Vision, Dental, Long-Term Disability, Retirement, Paid Time Off

Reports to: Senior Vice President for External Affairs

Posting Period: Please apply before March 5th, 2024

Organizational Summary:

Conservation Legacy is a nationwide non-profit. The Corps programs within the organization engage participants in diverse conservation and community projects that serve public and private lands. These projects provide opportunities for personal and professional development and strive toward a high priority of needs for public land managers and community partners. Through the mission of engaging future leaders who protect, restore, and enhance our nation's lands through community-based service; Conservation Legacy works toward a world with healthy lands, air, and water; thriving people and resilient communities.

Position Summary:

The Director of Communications is responsible for developing, leading, planning, and implementing communications strategies, both internal and external, for Conservation Legacy and its programs. This position oversees support for programs and Conservation Legacy in the areas of brand management, marketing, communications, social media, and public relations, and reporting. The Director of Communications collaborates at a strategic level with Senior Leadership; provides tactical guidance and reviews the communications work of central and program staff with the expected outcomes being clear, consistent, and impactful communications organization-wide. This position will establish and uphold a culture of high quality internal and external communications.

Outcomes & Functions of Position:

Essential Responsibilities and Functions:

- Develop and maintain the organization's brand, consistent with the organizational mission, vision, values, and strategic priorities.
- Develop and maintain the organization's logo, program logos, and other visual elements used for all internal and external communications.
- Manages digital assets including photography and multimedia, press archives, websites, and social media channels.
- Ensures consistent and strategic support for Conservation Legacy's external communication including philanthropy, program partners, recruitment and industry thought leadership.
- Establish matrices to monitor and evaluate the effectiveness of communication efforts and strategy; prepare and issue periodic reports with recommendations for continuous improvement.

- Maintains, communicates, and updates a communications policies handbook, including a style guide, and ensures compliance.
- Provide oversight, guidance, and when needed, direct support for the work of program- level communications assistants.
- Serve as the direct supervisor for other members of the communications team.

External Communications:

- Working with organizational leadership and other program representatives to define external audiences at the national, state, and local levels and develop corresponding communications objectives and plans.
- Oversee the development of a suite of “always current” marketing and communications collateral for Conservation Legacy and programs to be used for external communications including both print and digital communications.
- Establish consistent standards and practices for tone, voice, design, style, editing, production, and distribution.
- Provide leadership for public relations efforts related to organizational strategic partnerships to cultivate meaningful relationships with target audiences.
- Provide communications support for key national initiatives, development opportunities, advocacy efforts and partnerships, such as The Corps Network, AmeriCorps, etc.
- Provide ongoing development, design, administration, and maintenance of Conservation Legacy and program websites and digital presence.
- Supervise Conservation Legacy and program social media content.
- General marketing and outreach

Internal Communications

- Work with Leadership to develop and deliver strategic messages to all staff.
- Assist in development of consistent tone and style for internal communications.
- Publish regular internal newsletter to keep all staff informed of programmatic activities and accomplishments.
- Support other internal communications vehicles, such as SharePoint, as needed with systems and procedures that promote effective communication.
- Mentor and lead team of program staff responsible for programmatic communications, both print and digital.

Organizational Advocacy

- Successfully engages, leads, and supports an inclusive work environment for those of underrepresented populations within the organization and the communities we serve.
- Leads and/or participates in organizational-wide teams, projects and initiatives that support the work of the Strategic Plans goals.
- Reports any potential complaints within the organization as identified in the Personnel Policy Manual.
- Assists or leads other responsibilities, as assigned.

Other “Hats” You May Wear: Customer Service, Relationship Development, Marketing, Administrative, Supervision or Mentorship to Others, Facilitator, Trainer, Facilities, Human Resources, Supervisor

Physical Requirements:

Conservation Legacy is committed to the full inclusion of all qualified individuals and will ensure that persons with disabilities are provided reasonable accommodations to perform essential job functions. Some positions may require periodic overnight travel, non-traditional work hours, ability to move across varied terrain, use program-specific tools and a range of technology on an infrequent or frequent basis. Exerting up to 25 pounds of force occasionally to lift, carry, push, pull, or otherwise move objects. Ability to safely drive an organizational vehicle may also be required for some positions. If you need assistance and/or a reasonable accommodation due to a disability during application or recruiting process, please send a request to the hiring manager.

Qualifications:

- BA degree in marketing, communications, fine arts, or related field; 5 years of related experience, and 3 years of supervisory experience. Project management experience preferred.
- Strong communications skills, including editorial and writing skills.
- Ability to effectively develop and implement communications strategies.
- Experience with brand management.
- Social Media management/content generation experience.
- Experience with digital and website content management and related software.
- Graphic Design/Photography/Multimedia abilities and experience with related software.
- Flexibility, adaptability, and capacity to work in a fluid environment.
- Ability to interact credibly and diplomatically with all levels of the organization and with multiple external audiences—tailoring communication effectively for different groups and stakeholders.
- Ability to operate Microsoft Office programs and applications, or similar platforms.
- Ability to keep others and oneself, in remote locations, accountable to expectations.
- Valid Driver’s License and Insurable Driving Record per Personnel Policies.
- Must be able to pass the organization’s criminal history check requirements.
- Exhibits the ability to effectively collaborate with diverse teams or with a variety of populations, including those underrepresented at our organization and those of BIPOC communities.
- Ability to successfully work in a fluid, changing work environment.

Other Competencies Desired for this Position’s Success: Manage Complexity, Resourceful, Effectively Communicate, Cultivate Innovation, Drive and/or Influence Results, Plans & Aligns.

To Apply:

1. Send cover letter, resume, and sample of work relevant to this role to Nia at nwilliams@conservationlegacy.org
2. Subject line includes “Applicant_(Your Name)”
3. Cover Letter Must Include:

Cover Letter must include a response to the following: *Provide some examples of your experience effectively working with diverse communities, including those specific to Black, Indigenous, People of Color, and other underrepresented populations, in personal or professional context.*

Conservation Legacy is an equal opportunity employer. We are committed to hiring a breadth of diverse professionals and encourage members of diverse groups to apply. This program is available to all, without regard to race, color, national origin, gender, age, religion, sexual orientation, disability, gender identity or expression, political affiliation, marital or parental status, genetic information, and military service. Where a significant portion of the population eligible to be served needs services or information in a language other than English, the recipient shall take reasonable steps to provide written material of the type ordinarily available to the public in appropriate languages.

We also consider qualified applicants regardless of criminal histories, consistent with legal requirements. If you need assistance and/or a reasonable accommodation due to a disability during application or recruiting process, please send a request to the hiring manager.