

Staff Position Description

Title: Communications Director

Starting Salary Range: The starting salary range for this position will be in the 74,700 To 76,941 range, depending on experience, education, and skills relevant to the position.

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 of External Affairs

Posting Period: Open until filled, initial application review to begin November 11.

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 Communications Director works closely with the Senior Vice President of External Affairs to develop, plan, and implement both internal and external communications strategies for Conservation Legacy and its programs. This position provides direct supervision and mentorship to communications staff and offers indirect guidance to program staff, ensuring adherence to organizational communications goals. The Communications Director is involved hands-on in daily efforts, including member recruitment, philanthropic support, reporting, brand management, marketing, social media, and public relations. Collaborating at a strategic level with Senior Leadership, the Director ensures clear, consistent, and impactful communications across the organization. This position will establish and uphold a culture of high-quality internal and external communications.

Outcomes & Functions of Position:

Core Areas of Strategic Focus:

- Develop and maintain the organization's brand, including logos and visual elements, ensuring consistency with the organizational mission, vision, values, and strategic priorities.
- Oversee and manage a small communications team, providing leadership, mentorship, and support to guide the team toward the next level of professional growth.
- Provide oversight and guidance to ensure that communications across all areas of Conservation Legacy are professional, consistent, and adhere to established communications standards.

- Maintain, communicate, and update a communications policies handbook, including a style guide, and ensure compliance.
- Manage digital assets, including photography and multimedia, press archives, websites, and social media channels.
- Establish metrics to monitor and evaluate the effectiveness of communication efforts and strategy; prepare and issue periodic reports with recommendations for continuous improvement.
- Ensure consistent and strategic support for Conservation Legacy's four core areas of external communication: philanthropy, program partners, recruitment, and industry thought leadership.
- Develop and implement crisis communication plans, ensuring that all communications during a crisis are professional, timely, and aligned with organizational standards.
- Coordinate and produce key reports, including the annual organizational report, federal agreement reports, and reports for foundations and other funders, ensuring they are professional, accurate, and reflective of organizational impact.
- Coordinate and overs annual organizational and stakeholder reports
- Manage graphic design, organizational style guide and video production.

Infrastructure and Systems Management:

- Oversee the ongoing development, management, and maintenance of Conservation Legacy and program websites, ensuring they remain professional, user-friendly, and current.
- Create and maintain templates for materials such as flyers, leave-behinds, presentations, and annual reports, ensuring consistency in design and messaging across all platforms.
- Manage and optimize the use of communications tools, including content management systems (CMS) and contact management systems (e.g., CRM platforms), to support digital content creation, publishing, audience segmentation, and outreach efforts.
- Oversee the use and maintenance of project management systems to ensure the efficient tracking and execution of communications projects.
- Provide technical oversight for digital asset management, including photography, multimedia, and press archives, ensuring they are properly stored, organized, and accessible.
- Manage the organization's SharePoint and internal information access systems to ensure staff have easy, organized, and efficient access to essential communications materials and resources.

Core Stakeholders and Communications Partnerships:

- **Programs Stakeholder Group:** Partner with program leaders to ensure that communication strategies, including social media, align with the unique goals of each program. Assist in increasing visibility, engaging partners, and attracting participants by developing and sharing compelling stories and marketing materials across digital platforms that highlight program successes and community impact.
- **Philanthropy Stakeholder Group:** Collaborate with the philanthropy team to craft communications, including social media content, that inspire donors and build strong

relationships. Provide the tools and messaging needed to effectively communicate the importance of Conservation Legacy's work, ensuring that supporters see the tangible outcomes of their generosity.

- **Government Relations Stakeholder Group:** Support the government relations team by developing clear, consistent communications, including social media strategies, and delivering high-quality reporting that strengthens relationships with governmental stakeholders. Ensure that all messaging is professional, credible, and effectively represents Conservation Legacy's interests.
- **Internal Communications Stakeholder Group:** Lead efforts to keep staff informed and engaged by delivering regular updates on organizational priorities, program milestones, newsletters, and internal initiatives. Manage internal communications platforms, including social media channels and SharePoint, ensuring that staff have access to important information. Coordinate communications related to staff meetings and gatherings, helping staff stay connected and aligned with Conservation Legacy's mission.

For each of these core stakeholders, the Communications Director will:

- Lead or assign a staff member to manage communications efforts, including social media strategies, while ensuring high standards of quality and consistency across all outputs.
- Tailor communication plans to the specific needs of each stakeholder group, using Conservation Legacy's core communication —brand management, public relations, digital outreach, social media, and storytelling.
- Ensure that the communications team delivers high-quality, impactful support that strengthens engagement and enhances the work of each stakeholder.
- Continuously review and refine communications initiatives, including social media campaigns, maintaining responsibility for the quality and effectiveness of all communications.
- Act as a strategic advisor and partner, providing stakeholders with guidance and solutions that align with Conservation Legacy's overall mission and values.

Other Duties:

- Oversee the communications budget, ensuring responsible financial management and alignment with organizational priorities.
- Travel up to six times per year for conferences, meetings, or program-related needs.
- Ensure that both the Communications Director and communications staff remain current on all required cultural competency trainings, fostering an inclusive and culturally aware team.
- Other duties as assigned.

Organizational Advocacy

October 2024
J. Ruehrwein

- 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:

- 3 years of experience leading a communications function for an organization, ideally within a nonprofit and/or national service-focused organization.
- 5 years of communications-related experience, with demonstrated success in strategic planning and execution across various communication platforms.
- Strong communication skills, including editorial, writing, and verbal communication, with the ability to tailor messages to different internal and external audiences.
- Proven ability to develop and implement comprehensive communications strategies that support organizational goals and stakeholder needs.
- Experience with brand management and maintaining consistent messaging across platforms and audiences.
- Expertise in social media management and content generation, with a demonstrated ability to develop and execute effective social media strategies.
- Experience with digital and website content management, including proficiency in content management systems (CMS) and other related software.
- Basic to intermediate skills in graphic design, photography, and multimedia content creation, with familiarity with relevant software (e.g., Adobe Creative Suite).
- Flexibility, adaptability, and the capacity to work effectively in a fluid and dynamic environment.
- Strong interpersonal skills with the ability to interact credibly, diplomatically, and collaboratively at all levels of the organization and with multiple external stakeholders.
- A collaborative, open, and inclusive team-oriented work style, emphasizing partnership and support across departments.
- Ability to travel up to 12 weeks per year for conferences, meetings, and organizational needs.
- Bachelor's degree preferred in a relevant field (e.g., Communications, Marketing, Journalism, Public Relations).
- 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 and resume to Name at nwilliams@conservationlegacy.org
2. Cover Letter Must Include:

Subject line includes "Applicant_(Your Name)".

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.