



## WORLD FORESTRY CENTER

4033 SW Canyon Road, Portland, Oregon 97221 Tel (503) 228-1367 Fax (503) 228-4608  
www.worldforestry.org

**Job Title: Communications Director**

**Location:** Portland, OR

**Duration:** Permanent

**Application Deadline:** Open Until Filled

**Expected Start Date:** TBD

**Position Type/Hours:** Full-Time

**Compensation:** \$65,000-85,000 DOE

**Overview:**

World Forestry Center (WFC), a nonprofit organization dedicated to creating and inspiring champions of sustainable forestry, (<https://worldforestry.org/about/about-us/>) seeks an experienced, confident, and versatile professional to join its executive team as the Communications Director. This candidate will build and manage an innovative and strategic communications plan for the center including developing key messages and brand principles, preparing scripts and talking points, media outreach, analytics reporting, paid and organic social media execution, producing clear and compelling print and online content, promoting events and driving attendance at the Discovery Museum, and supporting an ambitious and transformational capital campaign led by the Director of Philanthropy and the Executive Director. This position requires both strategy and execution. The Communications Director will manage a small team of contractors and staff to accomplish all of this and more, while reporting to the Executive Director.

**Position Responsibilities:**

- Guide the redevelopment of World Forestry Center's messaging and brand in alignment with the recently completed strategic plan;
- Oversee the execution of all print and digital communications, including email appeals and newsletters, website, video, social media and print collateral;
- Track and report on performance of all external channels to the Executive Director;
- Develop and implement an institutional marketing plan (through stakeholder communications, earned media and other methods) to build WFC's profile in the region with both the general public and forestry professionals;
- Support capital campaign and other fundraising efforts led by the Director of Philanthropy and Executive Director;
- Represent World Forestry Center at public and private events;
- Drive attendance to the Discovery Museum through outreach, promotions and advertising, and manage the yet-to-be-hired Marketing and Outreach Manager;
- Support all programs of World Forestry Center with public relations and collateral development, including the World Forestry Institute, public lecture series, Who Will Own the Forest conference, Discovery Museum, Tree Farms and rental programs;

- Pitch local and national media outlets on stories related to WFCs programs;
- Develop talking points for clearly communicating complex topics to diverse audiences during presentations made on behalf of the Executive Director or other members of the executive team; and
- Stay abreast of current communications trends, and bring new and fresh ideas to the table to ensure WFC is sharing its work and raising funds in the most innovative ways possible.

### **Successful Candidate Profile**

WFC is moving in new, exciting directions. Building on its extraordinary facilities and 52-year history of engaging forestry professionals and the general public, WFC is poised to accelerate and amplify its impact, both locally and around the world. From reimagining how its museum can engage with the widest array of visitors to expanding the use of its meeting and convening centers to drive innovative forestry problem-solving, the current and growing WFC team offers an opportunity to play a pivotal role in designing and launching the next era for the organization.

A successful Communications Director candidate should find this opportunity invigorating and be able to not only engage others in the World Forestry Center vision but also actively work with the World Forestry Center team to improve it. Drive, flexibility, a thirst for collaboration, an appetite to solve tough problems and a talent for consolidating multiple programs and impacts into a singular, compelling story – these qualities will be essential for success.

### **Minimum Skills and Qualifications**

- Minimum of 10 years of overall work experience, at least 6 years of which are in communications, with three years in a leadership position. Non-profit / public attraction experience is a plus, but not required;
- Outstanding writing and editing skills;
- Demonstrated ability to secure earned media stories, manage press relationships, create public relations-oriented events, build institutional profile and drive public engagement with an organization;
- Ability to collaborate productively with colleagues in support of common goals; and
- Passion for World Forestry Center’s mission.

### **Position Requirements:**

- Frequent computer and phone usage.
- Evening and weekend hours sometimes required.
- Applications must hold a valid driver’s license.

### **Benefits:**

- Generous benefits package, including health coverage, paid time off (PTO), and retirement contributions.

### **Application Instructions:**

- Please send a cover letter and resume to [jobs@worldforestry.org](mailto:jobs@worldforestry.org)
- Please, no phone or email inquiries about this position.

World Forestry Center is an equal opportunity employer and does not discriminate in its selection of candidates for employment on the basis of race, color, national origin, religion, sex or sexual orientation, marital status, disability, age, military service, family medical history, legal source of income, gender identity, political affiliation or family leave obligations.