



Director of Experience

Job Title: Director of Experience

Location: Portland, OR

Application Deadline: Open Until Filled

Expected Start Date: TBD

Position Type/Hours: Full-Time

OVERVIEW

World Forestry Center, a nonprofit organization dedicated to creating and inspiring champions of sustainable forestry (www.worldforestry.org/) seeks an innovative change agent responsible for developing and executing a new vision for all of World Forestry Center's public programming in order to shape a society that values and takes action to support the social, economic, and ecological benefits of forests.

The creation of this new position marks a transformational moment in World Forestry Center's history. We have a 50+ year legacy of educating the public about forests and today it is clearer than ever that the health of our communities is tied to the health of our forests. However, education and awareness alone are not enough. In order to address the new challenges facing our forests and our communities that are driven by rapidly changing social, technological, and environmental dynamics, we must engage society at scale, shift entrenched attitudes, and move beyond just awareness to action. That type of social change requires understanding and trust, built through sustained, personalized, and compelling engagement across multiple in-person and virtual platforms. The Director of Experience will be the architect of those experiences by leveraging best practices in creative content strategy, program design and delivery, communications, entertainment, and community engagement.

Our goal is to build the social will to demand practical solutions to our forests' most urgent challenges. To that end, World Forestry Center is focusing our public programming on driving emotionally resonant and personally relevant narratives that connect forests to people's lives, and that move the public to take action in support of sustainable forestry.

The Experience Director will design and deliver the content and experiences that elevate those narratives. The ultimate measurement of success for this effort, and this position, will be not how many events are held,

or how many people come through World Forestry Center's doors, but whether there is measurable change in the public's attitudes and actions related to how they spend resources and engage civically in support of forestry solutions.

POSITION RESPONSIBILITIES

- Curate all in-person and virtual public experiences that engage society's "practical center" and create social will to demand solutions that support sustainable forestry;
- Initiate and sustain public engagement beyond our campus by developing and delivering new virtual programming, supported by efforts begun in 2020;
- Create a long-term virtual programming plan to integrate with in-person experiences;
- Build and manage a public experience team, including experience design contractors, to develop new in-person experiences in the museum space, throughout our campus, and identify and design opportunities for off-campus in-person experiences;
- Identify and cultivate collaboration with public experience experts outside the forestry world;
- Participate as part of the leadership team in reimagining the design and function of World Forestry Center's Washington Park campus to deliver on our mission;
- Collaborate with the leadership team on guest experiences to ensure that every aspect of the public's on-campus experience support World Forestry Center's strategic objectives;
- Report to the Executive Director and serve as a member of World Forestry Centers Senior Management Team, working creatively and collaboratively across the organization to realize annual and long-term strategic objectives;
- Develop and manage annual budgets for public programs; and
- Serve as a spokesperson for World Forestry Center and its mission.

SUCCESSFUL CANDIDATE PROFILE

World Forestry Center is moving in new, exciting directions. Building on our extraordinary facilities and 52-year history of engaging forestry professionals and the general public, we are poised to accelerate and amplify our impact.

A successful Director of Experience 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 build it.

MINIMUM SKILLS AND QUALIFICATIONS

- Demonstrated ability to design and deliver new, innovative, and effective programming designed to increase understanding of complex issues and drive action among the general public.
- Minimum of ten years of experience in public programming at a retail, political, educational, cultural or other public attraction setting; or in creative content development and delivery, with a minimum of three years in a leadership position.
- Familiarity and facility with the interpretation and delivery of scientific, policy, and/or cultural concepts for the general public.
- Demonstrated ability to develop new interactive experiences both in person and online to engage the public more deeply in an organization's mission.
- Preferred background designing and managing the full breadth of guest experience, from pre-visit to on-site to post-visit, including cultivation, admission, and continuing engagement.
- Excellent research, project management, communication, and organizational skills.
- Ability to collaborate productively with colleagues in support of common goals.
- Preferred knowledge of local and/or global issues affecting forests and natural resources generally, although not required.
- Passion for affecting positive social change.

POSITION REQUIREMENTS:

- Frequent computer and phone usage, in addition to occasional long periods of standing.
- 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 shorton@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.