

Communications Director



Job Title:	Communications Director
Reports to:	Executive Director
Status:	Full-time, Exempt
Salary:	\$85,000-95,000

Overview

For over half a century, World Forestry Center has been at the intersection of people and forestry. Our mission – to create and inspire champions of sustainable forestry – is centered on people. Our focus is not on forests alone, but rather on how people think, act, and relate to them.

As we work to calibrate our programs and exhibits to inspire the broad social action needed to drive sustainable forestry solutions at a meaningful scale, we are seeking an experienced and versatile professional to join our executive team as the Communications Director. Changing how society understands and interacts with our forests demands compelling, narrative-driving communications. The Communications Director will play a pivotal role in the success of World Forestry Center's theory of change.

A successful candidate should possess drive, flexibility, a thirst for collaboration, an appetite for solving tough problems, and a talent for consolidating multiple programs and impacts into a singular, compelling story. This role requires a combination of strategic thinking and hands-on execution.

Position Responsibilities

Crafting & Creating Content:

- Collaborate with the Executive Director to craft and refine key messages for a range of internal and external audiences, preparing scripts, presentations, and talking points to support key initiatives.
- Generate compelling multichannel content, including blog posts, articles, videos, and podcasts, to amplify World Forestry Center's mission and programs.
- Work with program staff to oversee the planning and production of virtual and in-person programs.
- Prepare scripts, presentations, and talking points to support key initiatives.
- Ensure that all content is alignment with the organization's mission, brand, and messaging.

Campaign & Fundraising Support:

- Assist with World Forestry Center's comprehensive fundraising campaign through the creation of fundraising collateral and messaging.
- Collaborate with the Development Director to develop and execute communication strategies for fundraising campaigns.

Marketing & Promotion:

- Use a variety of advertising and marketing strategies to promote World Forestry Center's content and offerings.

- Maintain and update the organization's website and social media channels, ensuring that they reflect the latest news, events, and initiatives.
- Implement and monitor email marketing campaigns, newsletters, and other digital communications strategies to engage and inform supporters.

Collateral Development and Production:

- Oversee the creation of marketing and promotional materials, including brochures, flyers, annual reports, and other print and digital assets.
- Collaborate with designers, videographers, and other external vendors to produce high-quality collateral that aligns with the organization's brand.

Media Relations:

- Develop and execute media outreach strategies, including press releases, media kits, and story pitches.
- Serve as a spokesperson for the organization and handle media inquiries and interviews.

Budget Management:

- Manage the communications budget, ensuring efficient allocation of resources and cost-effective solutions.

Qualifications and Experience

- 7-10+ years of experience in communications, public relations, or marketing, with significant leadership experience.
- Excellent verbal and written communication skills, including conveying complex messages clearly.
- Strong analytical and problem-solving skills, with an ability to find innovative solutions.
- Genuine passion for the mission and goals of the non-profit organization.
- Proven experience in supporting fundraising and campaign efforts within a non-profit organization.
- Strong content creation skills, including writing, video production, and podcasting.
- Proficiency in managing digital marketing, website, and social media strategies, including email marketing campaigns.
- Expertise in using a variety of advertising and marketing strategies to promote content and offerings.
- Experience in overseeing the creation of marketing and promotional materials, collaborating with designers and external vendors. Personal experience with graphic design preferred.
- Strong media outreach and public relations skills, with the ability to serve as a spokesperson and handle media inquiries.
- Previous budget management experience.
- Strategic mindset with the ability to align communications strategies with the organization's mission and goals.
- Proficiency in relevant communication and marketing tools and software.

We recognize that experience can be gained in various ways: professional, educational, volunteer, and through other expertise. Please do apply if you are interested in this position but think you may not meet all the above criteria. We encourage applicants to highlight transferable experience in their cover letters.

Position Requirements

- Frequent computer and phone usage, in addition to occasional periods of standing.
- Evening and weekend hours are sometimes required.
- Applications must hold a valid driver's license.

Benefits

World Forestry Center offers a generous benefits package, including comprehensive medical, vision, and dental insurance. Employees start with 20 paid vacation days and 12 paid sick days in their first year, with the addition of 13 paid holidays. World Forestry Center offers a matched 401k plan. Employees also have access to professional development and education opportunities and reciprocal admission to other area attractions, such as Portland Japanese Garden, Portland Art Museum, and the Oregon Zoo.

Application Instructions

Please email a cover letter and resume in PDF format to info@worldforestry.org.

World Forestry Center is an equal opportunity employer and does not discriminate in its selection of candidates for employment based on 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.