



Communications Director Job Description

Organizational Mission: Great Old Broads for Wilderness is a women-led national grassroots organization that engages and inspires activism to preserve and protect wilderness and wild lands.

The Communications Director works with the Executive Director to develop and guide the strategy for all communications, marketing, and public relations to consistently articulate and advance Broads' conservation mission.

This position is responsible for ensuring optimal outreach to members, Broadband chapters, the general public, media, donors, targeted public sectors within Broads' demographic, and other organizations; and frames, positions, and markets the organization's programs, events, and advocacy efforts to effectively reach target audiences.

This is a hands-on position that will supervise and work with the Communications Coordinator to manage concept and content development, writing and editing, design, print and online production, and distribution of communications materials.

This is a remote, full-time, exempt position. Occasional travel will be required (2 to 4 times per year), along with occasional evening and weekend work. This position reports to the Executive Director.

RESPONSIBILITIES

- Develop, implement, and evaluate an annual communications plan to support the organization's strategic plan and increase outreach.
- Build production schedules to meet project deadlines, direct projects from concept through completion, and manage the print production process—seeking the most cost-effective method to design and print materials. Works with the Administrative Assistant to monitor inventory of printed materials and to manage reprints and updates.
- Coordinate earned media opportunities to advance our mission and maintain relationships with key journalists; oversee writing, editing, and distribution of press releases, and make necessary updates to the press contacts database.
- Manage and maintain the website, including content and design updates and ongoing improvements to support promotional efforts and effectively communicate Broads mission, strategies, and accomplishments. Analyze and report on website traffic to evaluate the success of promotions and other methods developed to drive visitors to the site.
- Work with the Membership Committee to develop and implement creative communication strategies to expand and retain membership, including membership renewals, promotions, and incentives.
- Work with staff to develop communications for development initiatives, fundraising campaigns and events, Broadwalks and webinars, action alerts, and other e-mail outreach to support activities.
- Oversee, review, and edit advocacy materials including comments on legislation/rulemaking, letters of support, and organizational statements. Attend coalition communications meetings as required.
- Oversee tracking of media appearances, advocacy efforts, and email engagement.

- Develop and monitor social media content that is aligned with key advocacy campaigns, promotes Broadband activities, encourages membership, expands brand awareness, and supports organizational promotions.
- Work with the Grassroots Leadership Team to support the Broadband program with media and outreach efforts, educational materials, promotions, etc.
- Work with the Board of Directors on special projects as required.

QUALIFICATIONS/SKILLS NEEDED:

- Bachelor's degree in communications or related field.
- Minimum eight to ten years of experience in marketing communications, public relations, and the development of print and online communication materials.
- Experience as a supervisory manager.
- Excellent graphic design, writing, editing, and verbal communication skills.
- Strategic thinker with creative and effective ideas for increasing and strengthening Broads messaging across all communications.
- Creativity in developing and implementing new initiatives.
- Excellent at building relationships with media, partners, and peers.
- Enthusiasm for Great Old Broads for Wilderness' mission and programs; knowledge of wilderness and public lands politics, conservation, and public lands issues a plus.
- Excellent knowledge of Adobe Creative Suite, including InDesign, Photoshop, and Illustrator. Audition and Premier a plus.
- Proficient with WordPress Content Management System and a basic understanding of HTML and SEO practices.
- Proficient in Microsoft Office applications (Word, Excel, PowerPoint) and Google Tools, including web analytics.
- Working knowledge of Constant Contact, or similar email services.
- Experience with CRM databases (such as Neon) a plus.
- Experience with direct mail fundraising and recruitment.
- Excellent planning, organizational, and follow-through skills.
- Excellent people skills in person and on the telephone.
- Detail oriented and able to juggle multiple tasks simultaneously.
- Ability to work in a small, closely-knit team.
- Self-directed, self-motivated efficient, energetic, with a good sense of humor.
- Ability to work independently as well as with supervision.
- Committed to advancing diversity, equity, inclusivity, and justice in all activities.

Compensation and Benefits:

Annual salary range: \$60,000 – 72,000, based on experience.

Benefits include:

- Paid holidays
- 3 weeks PTO
- 2 paid days to volunteer or advance DEIJ knowledge.
- Health stipend
- Cell phone reimbursement
- IRA retirement plan
- Health Leave

To Apply:

Please send a resume, cover letter, and writing and design samples that represent a range of communication materials (newsletters, collateral, web design, branding identity packages, etc.) to megan@greatoldbroads.org.

Great Old Broads for Wilderness is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. [See our diversity, equity, and inclusivity values here.](#)