



Strategic Communications Director

Announcement and Position Description

The National Marine Sanctuary Foundation (Foundation) – a private, non-profit organization dedicated to strengthening and promoting U.S. national marine and Great Lakes sanctuaries – seeks a Strategic Communications Director. This is an excellent opportunity for a communications professional to apply and grow skills with an important non-profit organization engaged in educational, philanthropic, and programmatic outreach to conserve areas of national significance in America’s ocean and Great Lakes.

Overview of Position

The Director will plan, develop and implement communication strategies to promote and support the Foundation’s work, including creating messaging and materials to inform, educate, and inspire key audiences which include the press, potential funders, partners, government leaders, our Board of Trustees, and employees.

The Director will be responsible for internal and external public relations, media relations, strategic communications and community relations; represents the Foundation and its staff, programs and image to a variety of internal and external stakeholders; and, is responsible for communications, branding, and public relations activities to raise awareness of the Foundation and its work.

The Director will produce content for all digital and physical platforms; manage day-to-day outreach and engagement through print, digital, and social media channels; provide communications and marketing tools and tactical support for the Foundation; and, serve as liaison with the Foundation’s chapters, stakeholders, and partners.

The Director will play a key role within the organization, especially as the Foundation is currently undertaking a major brand and marketing campaign. The position will be based in the Foundation’s headquarters office in Silver Spring, Md., and report directly to the President and CEO.

Responsibilities

- Collaborate with senior leadership to establish and implement a comprehensive, integrated, and written strategic communications plan that advances the Foundation’s brand identity, broadens the awareness and reach of its programs and priorities, and increases the visibility of its services, outcomes, and impact across key stakeholder audiences.
- Envision, manage, and oversee internal and external communication activities that promote, enhance, and protect the organization's image, perception, and reputation, and develop and implement a broad, balanced range of public relations functions that results in high-level placements in print, broadcast, and online media and reflects the strategic direction and positioning of the organization and its leadership.

- Act as a passionate ambassador and advocate for the organization, and engage the public and media in functions that underscore and advance the value of Foundation in the eyes of constituents.
- Create public relations strategy that will help Foundation leadership cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers and donors.
- On a day-to-day basis, manage the Foundation's digital communications platforms, including the website and social media channels. S/he will develop, produce and evaluate content, both text and visual; identify and incorporate new elements, outlets and opportunities; and build engagement through outreach.
- Serve as primary producer and publisher of the Foundation's communications and outreach collateral materials in all media, including publicity materials, annual reports, e-newsletters, presentations, and correspondence.
- Serve as a primary contact and resource for chapters and other local stakeholders with programs, events, publicity, and other initiatives.
- Craft messaging for key initiatives and announcements including philanthropic development.
- Identify opportunities to raise the profile of the Foundation and its mission among domestic and international thought leaders, potential donors, and government officials.

Qualifications and Requirements

- B.A. or B.S. in relevant field, and 3 to 5 years of progressive experience in a full-time communications staff position, preferably within a corporate program or nonprofit organization.
- Strong skills in content development, writing and editing, with an ability to identify story ideas and translate complex information into versatile text or visual narrative for multiple audiences on various platforms, with moderate to minimal supervision.
- Experience managing social media awareness and outreach campaigns with measurable results.
- Hands-on experience either managing or contributing to a dynamic website with multiple areas of topical interest and diverse visitors.
- Experience developing strategic communications plans, and executing those plans to achieve goals and objectives at both the strategic and tactical levels
- Social media fluency and professionalism, capable of integrating social media initiatives with other external channels.
- Ability to collaborate and work well with others, coupled with a strong proactive instinct to address and help solve issues that arise.
- Self-starter who is able to work independently and has the ability to multi-task.
- Knowledge of and passion for nonprofit organizations and ocean and Great Lakes conservation.
- A proven track-record managing assignments independently and achieving desired outcomes.
- An inherent curiosity about communications best practices, emerging products and services, as well as an enthusiasm for incorporating these in responsibilities.



Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl and talk or hear. The employee is frequently required to walk. The employee is occasionally required to stand. The employee must regularly lift and /or move up to 10 pounds, frequently lift and/or move up to 25 pounds. Specific vision abilities required by this job include Close vision, Distance vision, Depth perception and Ability to adjust focus.

Compensation and Benefits

Salary is commensurate with experience. The National Marine Sanctuary Foundation offers a competitive compensation package. Benefits include health and dental insurance, a retirement plan (a 403(b) plan for non-profit organizations) with employer contribution, a generous leave policy, and public transportation subsidy.

Applicants

Please send resume, cover letter and two writing samples to Applicants@marinesanctuary.org with the subject line: Strategic Communications Director by Monday, March 6, 2017. Candidates should include their desired salary with the application.

The Foundation is an equal opportunity employer and actively works to ensure fair and equal treatment of its employees.

About the National Marine Sanctuary Foundation

The National Marine Sanctuary Foundation is a private, non-profit organization that connects people to the most valued places in our American oceans and Great Lakes: national marine sanctuaries. The Foundation works to strengthen and expand the network of national marine sanctuaries for the benefit of current and future generations. Through public-private partnerships, the Foundation fosters scientific research, funds conservation projects, supports educational programs, and advocates for public policies on behalf of these special places. The Foundation's signature programs are Capitol Hill Ocean Week, the largest annual ocean and Great Lakes policy conference in Washington, D.C., and the Ernest F. Hollings Ocean Awareness Trust Fund, which provides grants for promoting public awareness on ocean-related issues. The National Marine Sanctuary System consists of 15 sites, with more than 620,000 square miles of area in the ocean and Great Lakes. More information can be found on our website at www.marinesanctuary.org.