Communications Director

Overview: Scenic America’s Communications Director is responsible for developing a strategic communications plan and directing the organization's external communications.

Scenic America is the only national 501(c)(3) nonprofit organization dedicated solely to preserving and enhancing the scenic beauty and visual character of America. We accomplish this mission through national advocacy efforts, technical assistance services, and the support of our state and local chapters and affiliates.

We are quickly becoming one of the most effective national environmental nonprofits. We encourage you to read more about our recent victories in Congress. It will be your responsibility to help amplify these victories and communicate how we make our country more beautiful. For more information about Scenic America visit our website at www.scenic.org.

Reports to: President

Responsibilities:

- Develop and implement a strategic communications plan for the organization
- Design, write and edit monthly newsletter
- Design, write and edit all email blasts such as appeals, petitions, and action alerts as needed for both Scenic America and Chapters/Affiliates
- Be the in-house expert on CRM database (Salsa) and website CMS (Wordpress)
- Write, edit, and work with graphic designer on occasional print pieces such as annual reports, case statements and white papers
- Monitor all Scenic America email public-facing accounts across organization functions
- Grow Scenic America’s email list through aggressive organic and paid acquisition
- Grow all Scenic America social media accounts to support communications efforts
- Responsible for all Scenic websites, including design, architecture, and content writing and editing
- Monitor media coverage of Scenic America and scenic conservation issues
- Compile and archive all press coverage of Scenic America
- Build and expand media database, research, and curate relationships with reporters for relevant media outlets, and create pitches
- Develop relationships with relevant members of the press
- Write and distribute press releases, respond to all press inquiries within eight hours, with two hours or less as a goal for initial response
- Write and edit op-eds, Letters to the Editor, position papers and other communications on behalf of Scenic America staff and allies
- Migrate Chapters/Affiliates to Scenic America website
- Migrate Chapters/Affiliates email lists to Scenic America CRM
- Collaborate with the President and the Policy & Program Director
- Strategize, write, and edit regular direct mail and email fundraising appeals
- Assist with preparation of foundation grant applications and reports
- Create and produce the annual report
• Act as lead organizer for symposia/conferences/meetings including arranging meeting space, hotels, catering, and travel
• Other tasks as assigned by the President

Qualifications:

Required
• Bachelor’s degree in related field
• 3+ years’ experience in communications or related field with a nonprofit, environmental or progressive organization
• Strong attention to detail
• Excellent written, oral, and interpersonal communication skills
• Strong writing, editing, and proofreading skills, including ability to present complex or nuanced material in a manner that is accessible to the general public
• Motivation to work on substantive scenic conservation topics
• Experience crafting press releases, soliciting media coverage and responding to media inquiries
• Strong knowledge and understanding of current trends in digital media/social media
• Mastery of Microsoft Office Suite and general comfort with technology; ability to learn new software quickly
• Must possess excellent judgment and discretion
• Demonstrated ability to organize, plan, prioritize, and complete work independently
• Demonstrated ability to play an important role in a team environment
• Superior project management and time management skills
• A wide degree of creativity and flexibility in approach to work
• Flexibility to assume responsibility for other tasks related to the functioning of a small nonprofit

Preferred
• Advanced degree in Communications, Journalism, Public Affairs, Marketing or related field or comparable work experience
• Experience with Salsa or similar constituent relationship management software
• Experience with WordPress or similar website CMS
• Proficiency with Adobe Creative Suite apps, particularly PhotoShop and InDesign
• Experience with Cision or similar media database
• Experience with ArcGIS or similar mapping software
• Experience working with outside vendors on design, printing, catering, etc.
• Existing relationships with reporters or media outlets
• Experience managing interns or communications staff

This is a full-time, exempt position.

Physical demands:
• Ability to travel occasionally to fulfill the job’s responsibilities
• Sitting for extended periods at a desk and using a provided desktop or laptop computer
• Occasionally lifting and carrying up to 15 pounds

Benefits: Scenic America provides a generous and competitive benefits package including
• Generous Paid Time Off policy (20 days for 0-3 years tenure, 25 days for 4-6 years tenure, 30 days for 7+ years tenure)
- Platinum health care for employee (Scenic America pays 100%)
- Platinum health care for family (Scenic America pays 50%)
- 3% employer retirement contribution to 403(b) with no match required
- Vision and dental benefits (Scenic America pays 100%)
- Vision and dental benefits for family (Scenic America pays 50%)
- Life insurance (Scenic America pays 100%)
- Disability insurance (Scenic America pays 100%)
- Metro SmartBenefits (subsidized by Scenic America)
- Cell phone reimbursement
- Support for professional development and growth
- A flexible schedule
- A positive and encouraging work environment at an effective organization that makes a difference

**HOW TO APPLY**
Send resume and cover letter with the subject line “Communications Director” to: mark.falzone@scenic.org

**Deadline for applications is July 24, 2020, but applications will be considered until the position is filled.** If selected for an interview, applicants will be required to attend an initial interview via video conference.