



## 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 learn more about our recent accomplishments in our latest annual report.](#) It will be your responsibility to help share our stories and communicate how we make our country more beautiful. For more information about Scenic America visit our website at [www.scenic.org](http://www.scenic.org).

**Reports to:** President

### Responsibilities

- Develop and implement a strategic communications plan for the organization
- Design, write, and edit monthly newsletter
- Grow small dollar fundraising for the organization
- Design, write, and edit all email blasts such as fundraising appeals, petitions, and action alerts as needed for both Scenic America and Chapters/Affiliates
- Be the in-house expert on CRM database and website CMS (WordPress)
- Write, edit, and work with external graphic designer on 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
- Manage and grow all Scenic America social media accounts to support communications efforts
- Oversee design, architecture, content writing, and editing for our website, Scenic.org
- Produce monthly metrics reports for the website, social media, email campaigns, and highlighting media mentions
- 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

- Write and distribute press releases, respond to all press inquiries within the same workday received, ideally within two hours.
- Write and edit op-eds, Letters to the Editor, position papers, and other communications on behalf of Scenic America staff and allies
- Oversee Chapters/ Affiliates websites hosted on the Scenic America website, providing content and performance support
- Provide email list-building assistance to chapters and affiliates
- Collaborate with the President and Policy & Research Director to develop and execute targeted communications campaigns in support of federal, state, and local advocacy efforts— including outreach to Congress, regulatory commissioners, and state and municipal leaders-using tools like EveryAction to mobilize supporters and deliver timely calls to action
- Draft and edit letters to elected officials, regulatory agencies, and partner organizations; support the creation of policy-aligned content such as action alerts, fact sheets, and community outreach materials to amplify Scenic America's positions and elevate local voices
- Strategize, write, and edit regular direct mail and email fundraising appeals
- Assist with preparation of foundation grant applications and reports
- Act as lead organizer for symposia/conferences/meetings including arranging meeting space, hotels, catering, and travel
- Design, implement, and manage a comprehensive direct mail program to support donor acquisition, fundraising, and public education; develop messaging that elevates Scenic America's mission, strengthens brand recognition
- Complete 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 or advocacy-based 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
- Understand and accurately communicate Scenic America's core policy issues including billboard regulation, utility undergrounding, scenic byways protection, community planning and placemaking, and protecting parks to a variety of audiences, including policymakers, the media, partner organizations, and 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 constituent/customer relationship management software
- Experience with WordPress or similar website CMS
- Proficiency with Canva and Adobe Creative Suite apps, particularly Photoshop and InDesign
- Experience with Prowly, Cision, or similar media database
- Experience working with outside vendors on design, printing, catering, etc.
- Existing relationships with reporters or media outlets
- Experience managing interns or communications staff

#### **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%)
- 4% 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%)
- Support for professional development and growth
- A flexible schedule
- A positive and encouraging work environment at an effective organization that makes a difference

Location: Position is flexible hybrid/remote. Scenic America's headquarters is located in Washington, DC.

This is a full-time, exempt position.

Job Type: Full-time

Please apply to the following Indeed link:

[https://www.indeed.com/viewjob?jk=bc6a9d5800dc18de&from=shareddesktop\\_copy](https://www.indeed.com/viewjob?jk=bc6a9d5800dc18de&from=shareddesktop_copy)