



Strategic Communications Director

Location: Silver Spring, MD

Supervisor: President and CEO

Overview of Position

Reporting to the President and CEO, the Strategic Communications Director is part of the senior leadership team. The Director plans, develops and implements communication strategies to promote and support the Foundation's work in traditional and new media. Efforts include brand messaging development and management; development and execution of strategic communications plans to inform, educate, activate, and inspire key audiences, which include the press, existing and potential funders, partners, government leaders, our Board of Trustees, and employees; vendor management; and budget management. The Director will work closely with the Foundation's staff, local chapters, project partners, and NOAA's Office of National Marine Sanctuaries to identify and disseminate content related to the Foundation's priorities and focus areas.

Responsibilities

- Collaborate with senior leadership to establish and implement a comprehensive, integrated, and written strategic communications plan that advances the Foundation's new brand identity, broadens the awareness and reach of its programs and priorities, and increases the visibility of its outcomes and impact.
- Envision, manage, and oversee internal and external communication activities that promote, enhance, and protect the organization's image, perception, and reputation.
- Work closely with the Development Director to engage donors in the Foundation's work.
- Create public relations strategies that will help Foundation leadership cultivate and enhance meaningful relationships with targeted media, key influencers, and donors.
- Serve as a spokesperson and advocate for the organization, engaging the public and media in functions that underscore and advance the value of Foundation and national marine sanctuaries in the eyes of constituents.
- Manage the Foundation's digital communications platforms, including the website and social media.
- Work with staff to produce and publish the Foundation's communications and outreach materials.
- Serve as a resource for chapters and other local stakeholders when promoting programs, events, publicity, and other initiatives.
- Craft messaging for key initiatives and announcements including philanthropic development.
- Communicate current events and media coverage to Foundation staff and partners for use in development, advocacy.
- Collaborate with an outside designer for graphic/visual materials in support of our communications.



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 social responsibility program or nonprofit organization. Environmental communications experience a plus. Master's degree in a relevant field may substitute up to two years of professional experience.
- Strong skills in content development, writing and editing, with an ability to identify story ideas and translate complex scientific and policy information into versatile text or visual narrative for multiple audiences on various platforms, with moderate to minimal supervision.
- Experience producing content for and/or managing social media.
- Demonstrated success in planning and executing outreach campaigns.
- 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 diverse teams of varying sizes, 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 multitask while maintaining attention to detail.
- Knowledge of and passion for nonprofit organizations and ocean and Great Lakes conservation.
- A proven track-record managing assignments independently and achieving desired outcomes.

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. Candidates should include their desired salary with the application. Applications received by April 5, 2019 will receive preference.

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 connects people to the most valued places in our ocean 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. More information can be found on our website at marinesanctuary.org.