



DIRECTOR OF COMMUNICATIONS Job Description

Sempervirens Fund seeks a full-time Director of Communications to serve as an integral member of our dynamic, collegial and fun team of 12 professional staff. The position oversees all aspects of our external communications to advance our mission, raise the visibility of our work, grow support for the organization among new and existing audiences and engage those audiences more directly. The Director also serves as a member of the senior leadership team that helps guide the organization. Sempervirens Fund is in an exciting period of transition; the Director will play a pivotal role in developing a multi-year organizational plan that ensures we remain vibrant, relevant and effective for the next 100 years. This includes crafting a new approach to our communications work that drives growth in the organization. This position is an opportunity for a bold, forward-looking communications professional with strong strategic skills to help refine our existing efforts and create a small but highly impactful communications program. The Director of Communications reports to the Executive Director; the position can be based in Los Altos or Santa Cruz, California.

Sempervirens Fund (SVF) is a fast-paced, innovative non-profit land conservation organization dedicated to protecting, connecting and restoring the redwood forests and surrounding landscapes of the Santa Cruz Mountains and ensuring they are accessible for people to enjoy. Located in the heart of Silicon Valley, we have a track record of innovation, dynamism and energy that is shaping today's land conservation movement. Our lean staff has a history of creating impact that reaches far beyond our region. Founded in 1900, Sempervirens Fund has a venerable legacy that includes the establishment of Big Basin, Castle Rock, Butano and Portola Redwoods State Parks. One of our signature projects is the 31-mile Skyline to the Sea Trail. Today, we are working to complete our "Great Park" vision which seeks to protect one of the most significant natural and scenic areas in the world replete with towering redwoods, mountain lions, waterfalls, clear running streams filled with coho salmon, majestic ocean views and miles of trails.

Essential Duties and Functions

- Communications Strategy – develop and help implement a compelling external communications strategy for the organization, including: message development, list-building, calls to action, marketing efforts and other means of increasing engagement across multiple platforms
- Content Production – create engaging, original content (and oversee content production by others) across written and digital platforms including: donor cultivation emails, electronic action alerts, printed newsletter, annual report, blog posts, web pages, etc.
- Manage Vendors – manage the vendors who support our communications work

- Program and Development Support – help program staff integrate appropriate communications and marketing components into their work; review fundraising materials to ensure consistency of messages/branding
- Website – oversee design, technical management and content creation to ensure site is vibrant and fresh
- Social Media – develop and oversee implementation of a social media strategy to inspire, inform and engage the community and substantially broaden our reach to new audiences
- Press Engagement – generate press releases and other media materials, help maintain press contacts and serve as one of the organization’s press liaisons
- Branding – ensure logo, tagline, and style guide are current and implemented across all levels of the organization to ensure consistent style, tone and message
- Manage Communications Intern/Volunteer – hire and oversee interns, and manage one long-time volunteer, to assist with social media production, website content, and photo library
- Photo Library – oversee digital photo and video collection

Qualifications

- The ideal candidate will be an experienced, creative communications professional with a keen strategic sense, an ability to see the big picture and be forward-looking, a desire to lead and the skills and initiative to excel at program design and implementation.
- Bachelor’s Degree required; Master’s a plus.
- 5+ years in communications, journalism, marketing or public relations.
- Superior writing and editing skills; demonstrated ability to create compelling, creative content for print publications and digital media.
- Ability to create and execute an organizational communications plan and style guide standards to be reflected in external documents.
- Demonstrated ability to use the web, social media and marketing tools to grow the breadth and depth of engagement with a variety of audiences.
- Demonstrated ability to work effectively with the press, including experience with on camera and live media interviews representing an organizational perspective.
- Demonstrated success in engaging diverse audiences through ethnic media outlets and creatively communicating with a wide variety of publications.
- Experience managing websites in WordPress or similar. Knowledge of SEO and SEM a plus.
- Commitment to accuracy, attention to detail, ability to multi-task and meet deadlines.
- Integrity, sense of humor, ability to work in a team and a “can do” attitude are essential.
- Ability to work occasional nights and weekends for special events several times a year.

Compensation

Sempervirens Fund is proud to offer a competitive salary and a generous, comprehensive package of health, dental and retirement benefits. Salary is commensurate with experience.

How to Apply

Sempervirens Fund is an equal opportunity employer. We encourage people from a diversity of backgrounds to apply. To apply, please send your cover letter and resume (as a single PDF) in the format “Your Name – Director of Communications” to opportunity@sempervirens.org by **April 12, 2017**.