



DIRECTOR OF MARKETING AND COMMUNICATIONS Job Description

Sempervirens Fund seeks a full-time Director of Marketing and 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 marketing and communications to advance our mission, raise the visibility of our work, grow support 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. The position works in close partnership with the Director of Development, collaborates with all program staff and helps lead a Marketing Committee, which consists of Board members and select volunteers.

Sempervirens Fund is beginning to implement a new 5-year strategic plan. This includes crafting a marketing/communications strategy and new messaging for the organization. This position is an opportunity for a bold, forward-looking marketing/communications professional with strong strategic skills and leadership experience to help us rethink our approach and create an impactful marketing and communications program. The Director of Marketing and 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 and leadership that creates positive impact 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 and the 31-mile Skyline to the Sea Trail. Today, we are finding new ways to protect one of the most significant natural and scenic areas in the world replete with towering redwoods, clear running streams filled with coho salmon, majestic ocean views and miles of trails.

Essential Duties and Functions

- Marketing & Communications Strategy – lead the development and implementation of a compelling marketing and communications strategy for the organization, including: message development, branding, marketing tools, list-building, calls to action and other means of increasing engagement across multiple platforms.
- Fundraising – work in close collaboration with the Development staff to design marketing/communications approaches and tools that will attract and engage donors.
- Branding – evaluate and potentially update logo, tagline and style guide to ensure they are effective and implemented consistently across the organization.

- Content Production – create engaging content in print and online, including: donor cultivation emails, action alerts, printed newsletters, annual report, blog posts, website, social media, press releases and other communications. Oversee content production by staff, interns and contractors. Manage the digital and video library.
- Website – oversee design, technical management and content creation.
- Press Engagement – generate press releases and other media materials, help maintain press contact, and serve as a key spokesperson.
- Manage Vendors, Contractors, Interns – manage the vendors, contractors and interns who support our marketing/communications work.

Qualifications

- The ideal candidate will be a creative marketing and communications professional with the ability to design an effective marketing/communications strategy and the leadership experience to execute that plan.
- 7+ years in communications or marketing, including director level experience.
- Strong preference for non-profit experience or other work that involves donor communications.
- Superior writing and editing skills; demonstrated ability to create compelling, creative content for print publications and digital media.
- Demonstrated ability to use the web, social media and marketing tools to grow the breadth and depth of engagement with diverse audiences.
- History of working effectively with the media and representing an organizational perspective.
- Experience managing websites in WordPress or similar. Knowledge of SEO and SEM a plus.
- Must be able to work effectively and collaboratively in a team.
- Commitment to accuracy, attention to detail, ability to multi-task and meet deadlines.
- Sense of humor 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 be considered, please send your cover letter and resume (as a single PDF) in the Subject line “Your Name – Director of Communications” to opportunity@sempervirens.org by **September 21, 2018**.