

Everglades Foundation
Director of Marketing and Communications

Job Description

Nature of Work

The Director of Marketing and Communications will serve as the principal communications liaison to position the Foundation as the premier organization promoting the mission of advancing Everglades restoration.

Communicating our science-based research, work and potential impacts is essential to gain governmental and public support.

The Director of Marketing and Communications will develop overall messaging strategy and content delivery through a wide variety of channels. Including the development of briefing sheets, white papers, speeches, PowerPoint decks, bylined articles, and multimedia productions to effectively reach various constituencies.

Knowledge, Skills, Abilities

The ideal candidate will meet the following criteria:

Academic qualifications:

- Undergraduate degree required, advanced degree preferred
- Polished oral and writing skills
- Excellent knowledge of the internet to leverage brand identity

Professional experience:

- 7+ years of broad expertise in the entire range of marketing and communications techniques and best practices – traditional advertising, PR, direct marketing, special events, digital marketing, social media, etc.
- Track record of progressive leadership in marketing and communications
- Proven success working strategically and cooperatively in a team environment
- Experience in non-profits and/or science related communications a plus
- Experience in budget preparation, purchasing, and contracting
- Experience working with board members and major donors

Personal Qualities

- Strong communication skills
- Ability to translate technical information into lay terms
- Credible and engaged leader who enhances innovation and teamwork
- Strong interpersonal skills
- Exceptional judgment and maturity
- Flexibility to manage multiple projects on tight deadlines
- Commitment to the Foundation's mission

Responsibilities

Planning and Strategic Development:

- Develop a comprehensive marketing plan for the Foundation
- Execute a communications and marketing strategy to maximize exposure of the Foundation
- Execute strategies to build the Everglades Foundation “brand”
- Implement strategies to utilize media coverage of the Foundation
- Secure strategic speaking engagements
- Assist development team in creating materials for fundraising efforts

On-going Responsibilities:

- Generate sustained, proactive earned media coverage of Foundation priorities, Everglades restoration developments and restoration success stories
- Aggressively inject Foundation voices into news coverage of Everglades issues
- Expand the Everglades Foundation reach and impact on all digital platforms
- Promote Foundation events with the media and public
- Cultivate relationships with statewide and national media
- Maintain media contact databases
- Manage communications department and staff

Major Efforts:

- Promote Foundation donor events, like the annual ForEverglades Benefit(s)
- Produce the Everglades Foundation Annual Report with staff input
- Develop the annual budget and manage expenditures for the work of the Communications Department
- Maximize Foundation’s brand recognition among the public
- Assist in development efforts to find strategic corporate partnerships
- Implement and optimize all communications and marketing efforts in support of \$10 Million George Barley Water Prize