

## **JOB DESCRIPTION**

**WildEarth Guardians**  
**516 Alto Street**  
**Santa Fe, New Mexico 87501**

**Title:** Communications Director

**Supervisor:** Executive Director

### Summary of Position:

The Communications Director (a new position within the organization) will be responsible for leading the organization's integrated marketing, public relations, and strategic communications. The Director will be responsible for producing high-impact communications that influence the social and political narrative surrounding the important national, regional, and local issues in which we engage. The Director will play an integral role in elevating our organization's profile through the use of both innovative and conventional communications strategies and tactics. In addition, the Communications Director will create and communicate the organization's messages while ensuring brand consistency in both voice and image. The person will serve on the senior management team alongside the Executive Director, Associate Director, Development Director, Program Directors, and Senior Attorney.

### Duties:

1. **COMMUNICATIONS LEADERSHIP:** Works with program, fundraising, and communications staff in developing innovative communications that touch the human heart and shift the dialogue to further WildEarth Guardians' mission. We encourage visionary and creative approaches to communications that include, but are not limited to, film, radio, print, and social media in order to market the organization and our ideas to policy makers, thought leaders, and prospective donors. The Communications Director will put new communications vehicles in place, evaluate and evolve existing communications, and manage execution of communications to create momentum and awareness. The Director will also be responsible for testing the effectiveness of all communications activities. The Director guides and coordinates with program leaders to create communications that fulfill their project goals and reach overarching conservation program goals while building the overall brand. The Director will ensure that all program, fundraising, and communications materials present a consistent and cohesive brand. (60%)

2. **E-COMMUNICATIONS:** The Communications Director leads the generation of online content for all WildEarth Guardians e-platforms—including Blackbaud advocacy and fundraising software, Facebook, Twitter, and Instagram—that engages audiences and results in measurable action. Determine when to invest in new technologies. Decide the best platforms, timing, and methods to disseminate new creative material. Mentor and lead a team member responsible for e-platform administration, execution, and coordination. Coordinate e-platform maintenance—ensure that new and consistent information

(article links, stories, and events) is posted regularly and in a way that builds Guardians' brand. Evaluate current platforms for efficacy and coordinate with Associate Director on related systems to migrate if needed. Develop and maintain a system to respond to environmental inputs and rapidly send e-communications appropriately. (25%)

3. PRINT COMMUNICATIONS: Creatively imagine, then coordinate and manage the development, distribution, and maintenance of all print collateral including, but not limited to, newsletters, brochures, annual reports, fact sheets etc. Coordinate print and e-communications so one amplifies the other. (10%)

4. FUNDRAISING: Assists with grant writing and reporting, foundation visits, and donor relations, as needed. (5%)