



Job Announcement - Communications & Connections Director

Wild Earth, a 501(c)3 not-for-profit organization founded in 2004, engages thousands of people in the Hudson Valley region (NY) each year in empowering nature immersion programs with inspiring mentors and instructors. Through our engaging programs, Wild Earth reaches toward our vision that each and every person has the opportunity to explore, play and learn in nature, while building strong connections to themselves, each other and the Earth.

Our Mission

Wild Earth leads transformative nature immersion experiences that cultivate character, confidence, passion and perseverance in New York's youth.

Wild Earth is Hiring!

Now 15 years old, the demand for Wild Earth programs is growing quickly, especially those focused on engaging and improving the outcomes for youth from underserved schools and communities. We are excited to meet this growth by expanding and strengthening our administrative and instructing team.

The Big Picture

Reporting to the Executive Director and working closely with a family of six directors, you are charged with developing and delivering the overall communications and connections strategy for Wild Earth. In this role, you are the primary storyteller and message maker, enabling program growth and relationship management with key collaborators and program partners. You will be fostering person-to-person relationships, identifying and cultivating strategic partnerships, and serving as a Wild Earth representative at community events. It is your job to ensure that the mission and values of Wild Earth come through loud and clear in communications with our customers, program partners and donors.

Essential Duties and Responsibilities:

Communications

- Coordinate with Directors to implement a big picture, multi-channel marketing strategy
- Develop and manage marketing and communications budget with Finance & Operations Director
- Create, curate, and approve all content for website, program marketing, external communications (print and digital), internal communications, events, talking points, and FAQs
- Manage, coordinate, and collaborate with marketing firm to deliver:
 - Email, social media, video and printed material marketing and advertising
 - Website code maintenance, improvements, and search engine optimization
 - PR and media relations strategy and support
- Coordinate support staff in harvesting stories, photos and other media, and executing aspects of marketing and communications strategy



- Collaborate with Fundraising Director to create messaging that maximizes fundraising and development outcomes while respecting WE core values and goals
- Coordinate and execute Wild Earth's merchandising and gifts strategy
- Coordinate data from Salesforce and Active for segmented communications
- Manage advertising relationships, barter and media/PR relationships
- Maintain and curate media library: photo & video, organizing, tagging, sharing access

Connections

- In collaboration with Wild Earth Directors, establish and nurture strong and deep relationships with community, government, and program partners
- Cultivate relationships with prospective program partners (schools, corporations, other organizations) and steward them through program sales process
- Coordinate event tabling and distribution of printed promotional materials
- Create and conduct Wild Earth "friend-raiser" community events and open houses
- Develop opportunities with key stakeholders to elevate Wild Earth stories and research
- Serve as community liaison and Wild Earth representative at community events

Experience and Skills:

- Significant experience working in marketing, communications and public relations
- Experience building community connections, public speaking, and organizing/outreach
- Excellent writing, editing, and storytelling to express core values clearly and concisely
- Strong personal and professional commitment to equity and racial justice
- Independent project management, ability to juggle multiple initiatives simultaneously
- Love for collaborative work and consensus building with a team of exceptional colleagues
- Tendency towards elevating the best ideas in the room, instead of grabbing for credit
- Comfort with ambiguity, graceful under pressure, and able to alter plans to meet priorities

Hours: 40 hours/week. Generally Monday-Friday, 9am-5pm with some flexibility and ability to attend community events outside of business hours.

Compensation: \$45,000 - \$55,000/year plus benefits.

Deadline to apply: March 22, 2019. Ideal start date is May 1, 2019. Send cover letter and resume to jobs@wildearth.org.

Equal employment opportunity and having a diverse staff are fundamental principles at Wild Earth, where employment and promotional opportunities are based upon individual capabilities and qualifications without regard to race, color, religion, gender, gender identity or expression, pregnancy, sexual orientation, age, national origin, marital status, citizenship, disability, veteran status or any other protected characteristic as established under law.