

## **Director of Communications and Marketing**

### **Background**

Established in 1966, Riverkeeper protects and restores the Hudson River from source to sea and safeguards drinking water supplies, through advocacy rooted in community partnerships, science and law. For more information, visit [www.riverkeeper.org](http://www.riverkeeper.org).

### **Position Overview**

We are seeking an experienced Director of Communications and Marketing who is innovative, creative, collaborative and hands-on. The successful applicant will be a dynamic leader who will create and implement a vision for Communications and Marketing that will elevate Riverkeeper's voice, brand, and platform in order to engage key stakeholders and reach new audiences. We are looking for someone who can help us drive digital marketing and help strengthen our online and social media communications while managing a fast-paced daily flow of communications outputs. This role will also have oversight of Riverkeeper's website redesign as a part of their envisioned strategy.

The Director of Communications and Marketing will report directly to Riverkeeper's President and work closely with other senior leaders in the development of public engagement strategies. The Director will oversee two full time staff members: Associate Director of Communications and Marketing, and the Web Manager and Digital Specialist, as well as outside designers, seasonal volunteers and interns.

### **Duties & Responsibilities**

Specific duties and responsibilities include:

#### **Strategic Development and Execution**

- Envision, build, and implement a strong communications and marketing strategy to advance Riverkeeper's work and build awareness and support for the organization throughout the Hudson watershed;
- Develop and implement effective systems to manage communications and workflows among team members and between all programs and departments;
- Oversee communications to ensure brand consistency and integrity;
- Plan and create communications content and media strategies in support of existing campaigns and new initiatives in partnership with the program staff and leadership;
- Partner with the Development Department to ensure fundraising and membership communications amplify our mission and program priorities, and are consistent with our strategic plan and our brand;
- Develop multimedia content and ensure that it is engaging, well written, and appropriate for target audiences;
- Use data and analytics to create and implement a digital marketing strategy, utilizing tools such as email performance tracking, website analytics, social media ad campaigns, and search engine optimization;
- Manage public relations efforts - including writing OpEds, LTEs, and press releases; planning story placement and press events;
- Build and maintain relationships with communications and marketing vendors and consultants

(including designers, photographers, advertising agencies, etc.);

- Ensure Riverkeeper's website is accessible, engaging, and properly tells the story of our work;
- Be an active member of the community, take an active role in events. Establish positive relationships with all members of the community to help maximize connections.

### Organizational Leadership

- Participate in decision-making for the organization, providing input and feedback as part of the senior management team.
- Effectively track and regularly report department outputs and outcomes to the board and staff;
- Identify challenges and emerging issues Riverkeeper faces and provide clear and constructive approaches to them;
- Communicate management decisions effectively to team members, and ensure decision-making is appropriately inclusive of staff team perspectives;
- Play a key role in supporting the goals and strategies identified by an ongoing Diversity, Equity, Inclusion and Justice initiative at Riverkeeper. Be a leader and champion for Riverkeeper's work to promote an equitable and inclusive work environment.

### Team Management

- Mentor and manage a team of two, using a supportive and collaborative approach;
- Create and implement annual work plans for the department and each team member;
- Create a positive and productive work environment, and identify professional development needs and opportunities for each team member;
- Draft and manage an annual budget for the department, in consultation with the President and Chief Financial Officer;
- Identify and manage consultants and vendors as needed.

*The listed responsibilities are intended to describe the essential functions of the position. They are not an exhaustive list of all job duties, responsibilities, and requirements.*

### **Qualifications**

Did you know that research shows that women and people from underrepresented groups often apply to jobs only if they meet 100% of the qualifications? Please know that no one ever meets 100% of the qualifications. If much of this describes you, we encourage you to apply.

This might be the right next role for you if you have at least 10 years of relevant experience, and would likely be described as:

- A strategic communications and marketing professional with experience building and executing strategies that elevate an organization's voice, brand, and platform in order to engage key stakeholders and reach new audiences;
- An exceptional writer and editor with demonstrated proficiency in communicating and engaging a wide range of constituencies through traditional media, social media, digital marketing, and web platforms;
- Having working knowledge of website content management systems and experience overseeing a website redesign;

- Using communications and marketing to empower communities; understanding and experience in co-creating initiatives or campaigns with communities, track record in developing and managing communications and marketing to drive action and fundraising;
- A team player who is able to establish and maintain effective working relationships with diverse groups of people including; press, members of the public, and internally, with other departments and volunteer leadership;
- A manager with experience creating a supportive environment that gets the best out of a team, and who is able to prioritize, delegate, and handle multiple projects and deadlines;
- A team leader who is entrepreneurial, self-motivated, results oriented, able to manage multiple projects at once, change gears at a moment's notice, and prioritize projects;
- Having a strong commitment to the mission, vision, values and goals of Riverkeeper, and a commitment to promoting diversity, equity, inclusion and justice;
- Having a connection to the Hudson River and its watershed, and a general familiarity with Riverkeeper's priority issues, preferred;
- Having proficiency with video, podcasts, graphic design and/or interactive media is a plus;
- Able to travel throughout the Hudson River Watershed and New York City;
- Fully vaccinated for Covid-19.

## Location

Riverkeeper is based in Ossining, New York, with an additional office in Kingston, NY. This position will be located in the Ossining office, but will have flexibility to have a hybrid (in-office and work from home) schedule. Currently, due to Covid, almost all staff are working remotely however the office is open and available for those who want or need to use it. All in office staff follow Covid safety protocols.

## Compensation and Benefits

This is a band 3 position. Compensation is commensurate with experience ranging from \$100-120K. This position is full time (37.5 hours/week) and must be flexible to work some nights and occasional weekends. Riverkeeper offers health, dental, vision, life and disability coverage, retirement match, vacation, sick, personal days, as well as parental leave and other benefits.

## To Apply

Please submit a resume, cover letter, and four work samples that include two writing samples (e.g. press release, blog, article), one digital media campaign (e.g. social media campaign, website, action alert, fundraising campaign), and one example of a designed or art directed product (e.g. print piece, web design, poster design). Send materials via email to [humanresources@riverkeeper.org](mailto:humanresources@riverkeeper.org). Please write 'Communications and Marketing Director' in the subject line. The position will be open until filled.

*Riverkeeper is an AA/EEO employer. Riverkeeper is committed to attracting, developing, and retaining exceptional people, and to creating a work environment that is dynamic, rewarding, and enables each of us to realize our potential. Our work environment is safe and open to all employees and partners, respecting the full spectrum of race, color, religious creed, sex, gender identity, sexual orientation, national origin, political affiliation, ancestry, age, disability, genetic information, veteran status, and all other classifications protected by law.*

*People from diverse backgrounds are encouraged to apply.*