

## **Sustainable Northwest Job Description**

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| <b>Position:</b>     | Communications Manager   |
| <b>Reports to:</b>   | Jed Mitchell, Senior Director of Operations  |
| <b>Location:</b>     | Sustainable Northwest Office, Portland, Oregon   |
| <b>Compensation:</b> | This is a full time position with a competitive compensation package that includes medical, dental, alternative care, 403(b), medical savings plan, public transportation subsidy, and great work environment. |
| <b>Posted:</b>       | May 31, 2010   |

### **Organizational Background**

Founded in 1994, Sustainable Northwest distinguishes itself in the natural resource sector through an ability to bring together multiple, often opposing sides of an issue, and to craft and promote solutions through the collaborative process.

In all of our work, we promote:

- Collaborative, community-based solutions
- Business models and markets that are sized appropriately to the available natural resource base, and support regional and national “green” economies
- Networks that connect people and ideas, and foster innovation
- Public policy that supports sustainable natural resources management

At the local level, we help build strong rural communities that conserve and restore forests and rangelands. Across communities we build networks that advance best practices and create a strong collective voice for community-based land stewardship. At the Federal and State policy level we present policy solutions that strengthen investment in sustainable natural resource management.

### **Position Description**

Reporting to the Senior Director of Operations, the Communications Manager will play a key role in the strategy and implementation of all communications, website, and public relations messages and collateral to consistently articulate Sustainable Northwest’s mission and program objectives. In addition, the Communications Manager will work closely with senior managers, and in many cases communications advisors and external partners, to develop and implement communications strategies that advance specific program objectives.

### **Primary Responsibilities**

- Develop, implement, and evaluate the annual communications plan in collaboration with the Senior Director of Operations and key management staff.
- Manage the development, distribution, and maintenance of all print and electronic collateral, including, but not limited to, newsletters, brochures, website, and social media.
- Develop a media outreach strategy – including identification and management of a media contacts list, and the creation of content.
- Spearhead a social media strategy that engages audience segments, promotes the Sustainable Northwest brand, and increases the visibility of the organization.
- On specific projects, assist in developing that communications capacity of partner organizations to advance shared objectives, including development of partner collateral.

- Monitor and assess the effectiveness of communications activities.

This position will focus on general Sustainable Northwest communications, as well as the following programs: Klamath Basin, Dry Forest Investment Zone, and Forest Stewardship.

### **Qualifications**

Sustainable Northwest is seeking an accomplished Communications Manager who has at least five years of communications experience, ideally in a nonprofit setting covering areas such as newsletters, website content, media outreach, social media, and donor communications. The ability to take knowledge and transform it into exciting and useful messages, and disseminate it to the right audiences through the best distribution channels is critical.

- Highly collaborative style; experience developing and implementing communications strategies and working with internal and external partners.
- Excellent writing/editing and verbal communications skills.
- Experience with design and layout process, and ability to create compelling copy for a variety of publications.
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently.
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussion at both the strategic and tactical levels.
- Sincere commitment to work collaboratively with all constituent groups, including staff, board, program partners, volunteers, donors, and other supporters.
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives.
- Strong computer skills including MS Office, Adobe InDesign, and website management with a WYSIWYG user interface.

### **How to Apply**

No calls please. The position will be open until filled. We will begin reviewing applications and scheduling interviews after **June 22, 2010**. A complete application will include:

1. A cover letter that explains your interest and qualifications for the Communications Manager position, including your interest in our mission and approach.
2. A resume.
3. Two writing samples (not to exceed three pages total, and where you were the primary author) that represent your ability to clearly articulate a message, idea, or position (OpEd, press release, program description, partner/donor profile, newsletter etc.).

### **Submit your cover letter, resume, and writing samples by email (preferred) or mail to:**

Email: Jed Mitchell, [jmitchell@sustainablenorthwest.org](mailto:jmitchell@sustainablenorthwest.org). Postal mail: Communications Manager Position - Sustainable Northwest, 813 SW Alder, Suite 500, Portland, Oregon 97205

Sustainable Northwest is an Equal Opportunity Employer. Qualified applicants are considered for employment without regard to age, race, color, religion, sex, national origin, sexual orientation, disability, or veteran status.