

## **North Carolina Forestry Association, Director of Communications Position**

### *Background and Position Responsibilities*

The North Carolina Forestry Association is a private, nonprofit organization founded 106 years ago and is one of the oldest conservation organizations in the state. Its 4,000 members consist of forest managers, land owners, loggers, mill operators, educators and various others with business interests related to the forest products industry. All the association members share a common interest in the long-term health and productivity of the state's forest resources and the industries they support. The association offers a variety of educational programs and resources for forestry professionals and the general public that promote responsible use and management of our state's forest resources. The position is located in Raleigh, NC.

*Mission Statement: The North Carolina Forestry Association actively promotes healthy, productive forests by supporting the efforts of landowners and forestry-related businesses and organizations who responsibly manage or use forests.*

### **Job Description**

#### **Director of Communications**

We are seeking a highly creative, forward-thinking Communications Director. The Communications Director will provide timely, relevant and well-crafted communications to current and potential members. The Communications Director will be responsible for managing a broad range of communications activities for NCFCA including public relations, executive communications, social and digital media, and promotion materials for major events. The director may also assist with other duties including representing NCFCA at events and engaging with public and private stakeholders.

### **Responsibilities include:**

- Uphold and promote the North Carolina Forestry Association mission.
- Manage public and media relations.
- Promote the organization and its programs across various media outlets including television, radio, print, social media, and internet.
- Manage all social media efforts: Facebook, YouTube, etc.
- Create evaluation strategies to measure the effectiveness of communications activities and tools.
- Manage the development and distribution of all print communications including the newsletters, direct mail, promotion and marketing materials.
- Develop and manage a marketing strategy to effectively promote the organization and educate the public about key issues, services, and needs.
- Support Executive Director with governmental relations and policy communications.
- Perform any other duties assigned by the Executive Director.

## Qualifications:

- Bachelor's degree or higher from an accredited college/university.
- A proven track record with 3-5 years of experience in marketing and communications and project management.
- Team player; great people skills; enthusiasm and willingness to work hard.
- Excellent writing, editing, proofreading, and verbal communication skills.
- Excellent organizational, project management, and time management skills.
- Project Management- ability to simultaneously work on fast turnaround and urgent assignments while also managing larger longer-term projects.
- Proactive and creative approach - Look for new ways to communicate including use of graphics and visuals and videos beyond just written content.
- Ability to learn and adapt to new software, website content management systems, and e-newsletter platforms; demonstrated proficiency in Microsoft Office, InDesign, etc...
- Quality Management- Is detail-oriented; consistently produces high-quality work without direct supervision.
- Must be able to use own vehicle for day (approximately 25%) and limited overnight travel (mileage will be reimbursed)

To apply, send a letter of interest, resume, and writing sample to:

Applications due by Friday August 7, 2020 at 5:00 pm.

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