

COMMUNICATIONS



Vice President, Strategic Communications Reston, VA

National Wildlife Federation, the nation's largest conservation education and advocacy organization, seeks a versatile and experienced Vice President, Strategic Communications. Founded in 1936, National Wildlife Federation's purpose is *to inspire Americans to protect wildlife for our children's future*. Already a respected conservation leader, NWF is poised to move to a new level of effectiveness by engaging its diverse supporters in its mission in more powerful ways. The Vice President will play a pivotal role in this effort.

In a key senior position based at NWF headquarters, the Vice President, Strategic Communications will lead the organization in setting and implementing communications strategies that tell the NWF story and advance the Federation's strategic goals. The core challenge for the new Vice President, Strategic Communications will be to develop communications strategies and programs that tell the NWF story effectively and generate political, opinion-leader, activist and broad public support for the Federation's strategic goals.

The Vice President is expected to maintain organization-wide consistency in communicating about conservation, education or outreach programs conducted over a wide range of decentralized locales. He or she will be expected to use established NWF communications vehicles to best effect, and expand the use of evolving visual and electronic media. The Vice President will provide focus for the communications team and maintain awareness of organizational priorities and image advancement, while ensuring adequate tactical attention for a range of lower priority efforts across the organization.

Approximately 60% of the Vice President's time will be devoted to the following specific challenges:

- **Collaboratively conceive and implement social marketing campaigns aimed at advancing NWF's three strategic drivers and their related goals.** These campaigns (e.g., promoting a 'Green Hour' for children) will involve new audiences and will require finding new and non-traditional partners beyond the conservation world, perhaps in health care, youth development, or literacy.
- **Integrate NWF's range of internet-based communications tools for maximum effectiveness.** Lead the implementation of a new approach to the use of the internet that acknowledges the organization's multiple purposes (membership, merchandise sales, activist and movement building, fundraising). Work with other vice presidents to insure that the internet effectively advances NWF's development, fundraising, and constituent recruitment.
- **Train and deploy board, staff, affiliate leaders and other volunteers as key message agents to a wide variety of constituencies.** Effectively staff their communications efforts and ensure that their public representations are well informed and well coordinated and supported.
- **Reinforce and heighten awareness of NWF and its program goals in a manner consistent with its brand positioning.**
- **Train and mentor NWF staff to effectively develop and execute communications strategies.** Ensure the consistent and effective inclusion of strategic communications planning and media cultivation in all advocacy, policy, education, movement building and fund raising efforts.
- **Develop and implement a branding outreach campaign, including the supervision of any outside agencies contracted to assist with this work.**

In addition, the Vice President will be expected to:

- **Expand external funding support for NWF communications programs, operations and materials.** Assist the development, conservation and education departments to incorporate communications initiatives in grant proposals. Proactively seek funding support for social marketing campaigns from foundations, corporations or individuals.
- **Work with colleagues in other departments to incorporate a strategic use of communications to advance goals.** For example, work with the development department to coordinate media visits with donor trips and actively assist with cultivation of prospects. Work closely with the radio and television team to leverage NWF cause related marketing programs and deploy celebrities around

NWF issues. Assist the office of the President and Affiliate Leadership in planning the Annual Meeting. Serve as staff advisor to the Conservation Awards Committee.

- **Advise senior policy and management staff on communication strategies, actions and responses relevant to policy and budgeting decisions.**
- **Provide ongoing professional communications support to NWF programs and individuals.** Ensure that the communications department serves as a valuable resource to the organization, providing a range of assistance to colleagues, including but not limited to the development of communications plans for individual programs and campaigns, targeted publicity for key initiatives, media and public speaking training and coaching, skillful writing, review and enhancement of publications for consistency of NWF identity, and so forth. Identify best practices and provide standards of excellence so that communications activities at every level of the organization are increasingly more strategic and more sharply executed.

QUALIFICATIONS & EXPERIENCE

This role calls for a talented professional with broad experience in communications – including a thorough understanding of institutional branding and media relations – and involvement in public policy and political or public education campaigns. Experience in developing communications strategies for large, complex, decentralized organizations is preferred, as is some work experience in the not-for-profit sector. The Vice President must be politically astute, interpersonally deft, and an excellent manager.

Professional Experience

- At least ten years of progressively responsible experience in public relations, public affairs, or journalism, with a minimum of seven years' experience directing senior and junior-level staff in a successful communications operation that delivered measurable results. Varied and broad experience is preferred over specialization.
- Experience with cutting-edge policy and social marketing campaigns involving the promotion of ideas and values rather than products.
- Demonstrated ability to collaborate and coordinate effectively and efficiently across a large, geographically dispersed organization with individuals at a variety of organization levels.
- Demonstrated success developing and executing proactive communications strategies that incorporate specifically targeted and multi-faceted messages within a consistent overall theme. Preferably, experience doing this from an internal position in an organization rather than a consultancy.
- Prior experience with electronic communication tools and technologies.
- A proven ability to raise funds for communications efforts.

- General knowledge of national issues and movements in support of conservation and environmental protection initiatives. Specific interest in and knowledge of global warming, wildlife and habitat conservation, and nature education would be a plus. A strong commitment to NWF's mission is required.
- Bachelor's degree in an appropriate discipline (English, journalism, public relations, environmental communications or public policy)

Personal Characteristics

- Outstanding interpersonal skills. An approachable and collaborative personal style. Respect for the expertise and experience of colleagues, coupled with the ability to teach and model best practices in the communication arena.
- An engaged, creative intellect. Resourcefulness and initiative. A bias for action and an orientation towards measurable results.
- A client-service orientation. Strong organizational skills and the ability to work well under pressure and deadlines.
- An accessible, supportive management style that inspires trust, motivates staff to work hard and well together, and provides them with a clear sense of direction.
- Outstanding analytical, written and verbal skills.
- Flexibility and tenacity along with an abundance of energy, common sense, and good judgment. A high degree of personal grace and good humor.

TO APPLY

Inquiries, nominations or referrals, and resumes with cover letters, should be directed in confidence to:

**Sheryl Ash, Managing Associate
Isaacson, Miller
334 Boylston Street
Boston, MA 02116**

Email: 3219@imsearch.com

Electronic submission of materials is strongly preferred.

National Wildlife Federation is an equal opportunity employer committed to workplace diversity. For further information on NWF, please refer to <http://www.nwf.org>.

National Wildlife Federation
It starts with people...like you.