



## **Vice President of Communications and Marketing**

**Region:** National – RGS & AWS has active chapters across 38 states

**Location:** The Vice President of Communications and Marketing will establish a home or remote office within our headquarters state of Pennsylvania, maintaining ability to meet 1-2 times/month with the CEO and other Executive Team members centrally within the state.

**Posting Open Date:** April 10, 2023

**Posting Close Date:** July 1, 2023 (or until filled by an exceptional candidate)

### **RUFFED GROUSE SOCIETY & AMERICAN WOODCOCK SOCIETY**

The Ruffed Grouse Society & American Woodcock Society (RGS & AWS) is a national, non-profit group with over 60-years of work in forest wildlife conservation.

We envision landscapes of diverse forest ecosystems that provide homes for wildlife and opportunities for people to experience them. Ruffed grouse and American woodcock are bellwethers of forest condition; they can only persist in healthy, diverse forests. These same forests clean the air, filter water and support local communities.

We are seeking an outstanding leader to direct communications programs that convey the importance of sustainable forest and wildlife management and inspire participants to engage in our work.

### **Position Summary:**

The VP of Communications and Marketing is a key member of the senior management team, leading communication strategy and contributing to overall business development.

The VP will create a communications and marketing plan for RGS & AWS and directly manage communications that promote brand and mission.

The VP will supervise, lead and support a team of program managers who are responsible for communications, marketing, engagement and membership, effectively integrating these areas.

The goal is to advance RGS & AWS position with constituents and to drive broader awareness and donor support.

## **Responsibilities:**

### **Communication Strategy, Vision and Leadership**

- Develop and implement an integrated communications and marketing plan to advance RGS & AWS brand identity, broaden awareness of programs and priorities and increase program visibility across key audiences.
- Create marketing/public relations strategy to help RGS & AWS leadership cultivate and enhance relationships with targeted audiences.
- Identify challenges and emerging issues. Work with leadership team and staff to recognize internal and external communications opportunities and solutions, and define and execute strategies to support them.
- Serve as communications counselor to RGS & AWS leadership.

### **Communications Operations**

- Oversee development of all RGS & AWS print communications including the annual report, marketing collateral materials and electronic communications including RGS & AWS's website and new media; manage relationships with contractors and vendors.
- Serve as a spokesperson and lead point person for media interactions.
- Exercise judgment to prioritize media opportunities and prepare talking points, speeches, presentations and other supporting material as needed.
- Cultivate and manage press relationships to ensure coverage of RGS & AWS programs, special events, public announcements and other projects.
- Oversee budgeting, planning, staff development and other day-to-day activities.

### **Team Development/Management**

- Recruit and manage a team to support execution of the communications and marketing plan.
- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality.
- Mentor and develop staff using a supportive and collaborative approach.
- Establish and monitor staff performance and development goals, assign accountabilities, set objectives, establish priorities, conduct annual performance appraisals and administer salary adjustments.

**Qualifications:**

- Bachelor's degree in communications, marketing, media or similar field required, advanced degree preferred.
- Minimum 7 years experience in a senior level management role.
- Demonstrated experience leading a strategic communications program that advances an organization's mission and goals.
- Experience leading communication aspects of fundraising campaigns.
- Experience building, mentoring and coaching a team of communications specialists.
- Innovative thinker with a track record for translating strategic thinking into action.
- Excellent judgment and problem-solving skills, including negotiation and conflict resolution.
- Stature, gravitas and confidence to gain credibility and respect among influential stakeholders.
- Ability to make decisions in a changing environment and anticipate future needs.
- Excellent and persuasive communicator with the ability to interface with senior management, Board of Directors and staff.
- A team leader who can accomplish strategic and tactical finance and administration.
- Experience with advocacy-based communications and brand marketing.
- Success building programs that fully utilize channels from print to social media.
- Experience cultivating relationships with senior executives, boards and national media contacts.
- Working knowledge of communication practices best suited to a decentralized organization.
- Ability to anticipate communication issues and mitigate for them.
- Excellent writing, presentation, communication and negotiation skills.
- A practical understanding of forest and wildlife conservation.
- Strong commitment to the mission, goals and values of RGS & AWS.

**Compensation:**

Competitive salary, health insurance and retirement options. A vehicle (or vehicle stipend) to meet business travel needs. A purchasing card for business and travel expenses. Computer, printer, cell phone and office supplies. Training and support as needed to excel.

Salary commensurate with experience; \$95,000 – \$150,000

**To apply:**

Please email cover letter and resume combined in a single pdf file by **July 1, 2023** to [BenJ@RuffedGrouseSociety.org](mailto:BenJ@RuffedGrouseSociety.org) using "**VP of Communications**" as the email subject line.