



HEALTHY FORESTS • ABUNDANT WILDLIFE • CONSERVATION ETHIC

MARKETING & COMMUNICATIONS DIRECTOR

Ruffed Grouse Society & American Woodcock Society (RGS & AWS)

Location: Hybrid (Remote with expected travel)

Position Type: Full-Time

Posting Open Date: May 8, 2026

Posting Close Date: June 8, 2026

ABOUT RGS & AWS

The Ruffed Grouse Society & American Woodcock Society (RGS & AWS) unites conservationists to improve forest wildlife habitat and promote sustainable forest management across North America. By working collaboratively with private landowners, public land managers, and key partners, RGS & AWS delivers science-based conservation that creates healthy, diverse forests benefiting wildlife and communities. With more than 500,000 acres of habitat improved in recent years, the organization continues to scale its impact while advancing a legacy of conservation and outdoor traditions for future generations.

SHAPE THE FUTURE OF CONSERVATION DELIVERY

At RGS & AWS, conservation doesn't happen in isolation, it happens when people are inspired to care, to engage, and to act.

We are seeking a bold, strategic leader to serve as our Marketing & Communications Director, someone who can translate conservation impact into compelling narratives, build meaningful connections with audiences, and drive measurable growth across membership, donors, and partners.

This is more than a marketing and communications role. It is an opportunity to define how a national conservation organization shows up, grows, and leads in a rapidly evolving digital world.

THE OPPORTUNITY

As director, you will lead the transformation of RGS & AWS marketing and communications into a modern, data-driven engine that fuels mission delivery. You will shape how our story is told, how our audience grows, and how our impact is understood. You will:

- Build and execute a unified strategy that connects conservation delivery to audience engagement and growth

- Elevate the RGS & AWS brand into a recognized leader in forest wildlife conservation

- Leverage AI and emerging technologies to modernize how we create, target, and optimize content

- Align marketing efforts directly with membership growth, donor engagement, corporate partners, agency partners, and organizational priorities

WHAT SUCCESS LOOKS LIKE

In this role, success is defined by outcomes, not activity. Within your first 12–24 months, you will:

- Increase audience engagement and conversion across digital platforms

- Drive measurable growth in membership and donor participation

- Build a cohesive and recognizable brand presence across all channels

- Establish clear performance metrics and dashboards that guide decision-making

- Integrate AI into workflows to improve efficiency, creativity, and reach

- Strengthen collaboration across Development, Membership/Engagement, and Conservation teams

WHAT YOU'LL LEAD

Brand & Storytelling

You will define and elevate the voice of RGS & AWS ensuring every touchpoint reflects our mission, values, and conservation impact. You will connect habitat work to human impact in ways that inspire action.

Digital Growth & Engagement

You will lead social media and digital strategy to grow audiences, deepen engagement, and convert interest into membership, support, and participation.

Content & Editorial Excellence

You will oversee all content platforms from print publications to digital storytelling, ensuring quality, consistency, and alignment with organizational priorities.

Innovation Through AI

You will champion the adoption of AI and emerging technologies, integrating them into content creation, audience targeting, campaign optimization, and operational workflows.

Campaigns & Performance

You will support the design and lead multi-channel campaigns tied directly to measurable outcomes, tracking performance, optimizing strategy, and demonstrating ROI.

WHO YOU ARE

You are a strategic leader and builder who thrives at the intersection of storytelling, data, and innovation. You are equally comfortable shaping big-picture strategy and driving execution.

- 5-7+ years of leadership experience in marketing and communications

- A proven ability to grow audiences and drive measurable engagement

- Deep understanding of digital platforms, content strategy, and brand development

- Experience leading teams and managing complex, multi-channel campaigns

- A forward-thinking mindset, including experience leveraging AI tools

- Exceptional communication skills and a strong instinct for storytelling

You may also bring:

- Experience in conservation, nonprofit, or mission-driven organizations

- Familiarity with CRM and marketing automation platforms (e.g., Bloomerang)

- A personal connection to conservation, forests, or outdoor traditions

COMPENSATION & BENEFITS

RGS & AWS offers a competitive salary and compensation package commensurate with experience, including health benefits, retirement options, paid time off, and professional development support.

JOIN US

If you are ready to lead, innovate, and make a measurable impact, we invite you to apply and help shape the future of conservation storytelling at RGS & AWS. Please email your cover letter and resume, combined in a single pdf, **by June 1, 2026**, to MarkH@RuffedGrouseSociety.org using "Mar-Comm Director" as the email subject line.

EQUAL OPPORTUNITY EMPLOYER

RGS & AWS is an equal opportunity employer committed to building an inclusive and diverse workplace.

