



Director of Communications

Earth Island Institute description

Earth Island Institute is a nonprofit environmental organization that has been at the forefront of efforts to protect the planet and its inhabitants for more than forty years. Earth Island supports grassroots activists through a powerful network of about 80 projects working in the United States and around the world. Earth Island's projects safeguard forests, oceans, and wildlife; support youth, women's environmental leadership, and historically-excluded communities; respond to climate change; and advance environmental justice, sustainability, and resilience. Earth Island further inspires action through the New Leaders Initiative and its annual Brower Youth Awards, which provides youth leaders recognition and mentoring; *Earth Island Journal*, which provides unparalleled coverage of global environmental news and perspectives; and Earth Island Advocates, which uses the law to strengthen environmental protections. For more information, please visit earthisland.org.

Position overview

We believe that individuals and communities play a key role in environmental problem solving and in setting the activist agenda, bolstered by organizational resources and a peer network that can scale their efforts. The director of communications will be an ambassador for this perspective, and for Earth Island's multifaceted effort to make an impact by empowering the leaders in our network, growing the next generation of activists, and amplifying the issues they work on.

The director of communications will be responsible for planning and overseeing Earth Island's communications strategy and implementation in order to increase awareness of Earth Island. They will be an expert storyteller and communicator, both orally and in writing, who also understands how to market new ideas and programs. They have experience with earned and paid media, are savvy about how to make the most of all forms of digital communications, think in terms of audiences and users, and can pull disparate information into a cohesive, on-brand message. The successful candidate will be someone who places value on the contributions of the entire team and takes seriously the opportunity and responsibility to develop and mentor the team and individual team members.

The director of communications is an exempt position, is part of the management team, and reports directly to the chief executive officer. In all aspects of their role, the director of communications strives to deliver quality results in a manner that is respectful and supportive of others, and contributes to a strong team environment. This position has a direct impact on Earth Island's reputation among partners and our broader community, as well as the programmatic and operational performance of the organization.

This position is an excellent opportunity for a creative thinker and doer with an entrepreneurial spirit. Given this organization's wealth of incredible stories, institutional accomplishments, and ambitious plans for the future, the communications director will inherit a robust tool kit for creating the next iteration of the Earth Island story.

Core responsibilities

- In coordination with Earth Island's management team, set the vision for communications across our program areas and develop short and long-term strategic communications plans that will serve to enhance the awareness and reputation of Earth Island;
- In coordination with department directors, create and implement communications plans for Earth Island's core programs and activities;
- Ensure a clear, compelling, and consistent brand image and message across all platforms;
- Provide strategic communications advice, guidance, and coaching for the organization, including Earth Island's network of projects;
- Develop and implement creative strategies for telling Earth Island's story through various communications platforms and avenues, and through the media and events;
- Serve as a key spokesperson and lead on media relations, fostering relationships with journalists, bloggers, and influencers, and providing media training for leadership;
- Coordinate with the director of development on quarterly appeals, annual reports, rating sites, and other donor communications;
- Coordinate with *Earth Island Journal* staff for strategic integration of project and core program content into print and online publication;
- Serve as in-house writer/editor for public-facing reports, website content, and other public-facing material;
- Manage, develop the content for, handle engagement for, and run performance analytics on the organization's social media platforms;
- Manage the organization's website, including supervision of website manager;
- Assist the chief operating officer in developing executive communications, as needed;
- Monitor performance of communications efforts and campaigns with analytics tools;
- In coordination with the executive team, create and/or edit content to inform and ensure consistency across the narrative sections of EII's audit, form 990, and other regulatory filings;
- Manage outside contractors as needed, including graphic designers, photographers, videographers, web developers and merchandise vendors; and
- Other duties and responsibilities as assigned.

Qualifications

We strongly encourage individuals from underrepresented backgrounds, including women and people of color, to apply. Research has shown that these groups are often less likely to apply unless they meet 100% of the listed qualifications. At Earth Island, we value diversity and believe that a range of perspectives contributes to our success. If you have at least 60% of the qualifications listed and a growth mindset, we encourage you to submit your application.

- Minimum of five years of professional experience in communications, preferably within the nonprofit community;
- Supervisory experience preferred;
- Undergraduate or advanced degree in communications, public relations, journalism, or other equivalent background/experience;
- Exceptional written and verbal communication skills, with the ability to convey complex ideas clearly and persuasively to a diverse range of audiences;
- Excellent strategic thinking and problem-solving abilities, with a track record of developing and implementing successful marketing and communication strategies;
- Experience in media relations, including press releases, interviews, press conferences, and community events;
- Track record of establishing relationships with local and national media;
- Demonstrated experience with all major social media platforms, digital marketing, content marketing and SEO best practices;
- Proficient using marketing tools, analytics platforms and content management systems;
- Demonstrated strong planning skills, including the ability to anticipate tasks, set priorities, meet deadlines, and function smoothly under quick deadlines and shifting priorities;
- Exceptional interpersonal communication and relationship-building skills;
- Ability to demonstrate sensitivity to and appreciation for diverse viewpoints, different communication styles, and a wide range of diverse colleagues and project partners;
- Humble curiosity, creativity, and initiative with a willingness to accept and take on new challenges;
- Understanding of or experience with web and graphic design;
- Computer proficient with a comprehensive working knowledge of MS Word, MS Excel, Adobe, and Cision;
- Familiarity with some or all of the following systems: Sprout Social, Canva, Nifty, and Google Suite; and
- Ability to work some weekday evenings and weekends as required.

Compensation, hours, and location

This is a full-time, exempt position with a starting salary of \$114,000-124,000. Earth Island (Network Services) has adopted a compensation philosophy and set of practices to promote equity, remove bias — whether implicit or explicit — in the salary adjustment process, and to promote transparency around salaries. Each position has a grade and has a corresponding range of pay based on our peer market pay practices and an employee's tenure in a job. Full benefits include medical, dental, vision, and life insurance, 13 paid holidays per year, a week-long winter

break, paid vacation and sick leave, and a 401(k) plan with employer match. The position is based in Earth Island's Berkeley, California office. This position can be based in the Berkeley office or hybrid in the Bay Area, with at least two days per week in the office and attendance at other regular in-person meetings and gatherings.

Application

Please send your resume along with a cover letter expressing your interest in Earth Island and how your qualifications align with the responsibilities of this position, and your LinkedIn profile (optional), to jobs@earthisland.org with "Director of Communications" in the subject line.

Application initial review timeline

Applications sent in by February 23, 2024, will be considered for priority review. Applicants may receive contact prior to March 1 to participate in a short screening call. The position will be open until filled.

Covid-19 Considerations

EII is committed to protecting the health of our employees. To this end, EII employees are required to be vaccinated or provide documentation of medical or religious exemption. We will continue to evaluate these policies and practices informed by public health guidance and employee needs.

Earth Island Institute provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state, and local laws.

We strongly encourage applications from women, people of color, and bilingual and bicultural individuals, as well as members of the lesbian, gay, bisexual, and transgender communities. Earth Island Institute is committed to our role in addressing barriers to engagement as we work collectively toward a future of environmental wellbeing for all. We value diversity and inclusion and we look forward to reviewing applications from all who are qualified to apply.

Reasonable accommodation will be made so that qualified disabled applicants may participate in the application process. If you seek an accommodation, please send an email to Michelle Thompson at HR@earthisland.org.