POSITION TITLE: DIRECTOR OF COMMUNICATIONS & MARKETING

Reports to: Executive Director
Location: GYC Headquarters (Bozeman, MT) or Field Office (Lander, Cody, Fort Washakie, or Jackson, WY; or Driggs, ID)
Supervises: Communications Coordinator, Senior Digital Communications Associate
Status: Regular, Full-Time, Exempt
Last Update: June 2023

Organizational Overview
For more than 40 years, the Greater Yellowstone Coalition (GYC) has been “America’s voice for a Greater Yellowstone.” As the only on-the-ground conservation group working solely to protect the Greater Yellowstone Ecosystem (GYE), we strive passionately, professionally, and strategically to protect the lands, waters, and wildlife of this remarkable area. Greater Yellowstone’s 20 million acres comprise one of the last and largest intact temperate ecosystems on Earth. It is also home to vibrant communities with varied economies and unique cultures in the three states of Idaho, Wyoming, and Montana.

As a place-based conservation organization, GYC uses the full range of tools available to achieve durable conservation outcomes. We believe in the power of working together. We are creative thinkers and aren’t afraid to think big when it comes to achieving our goals and advancing our mission. We build authentic and trusting relationships. We believe in what we do.

Scope of Responsibilities
The Director of Communications and Marketing is responsible for leading all aspects of communications, marketing, and publicity for GYC. The Director creates communications goals, develops plans and budgets, and directs the implementation of strategies and tactics that maintain a positive public image, ensures wide-ranging support for its two primary audiences (national and regional), and follows brand guidelines. The position also oversees the creation and dissemination of information inside and outside the organization, such as press releases, annual reports and newsletters, brochures, email marketing, texting, advocacy, websites, advertising, social media, crisis communications, and events. The director supervises a department of talented strategic communications and engagement professionals and works closely with both conservation and development staff. This position is a member of GYC’s Leadership Team and works with fellow directors to address organizational challenges and opportunities in a strategic and thoughtful manner.

Essential Duties and Responsibilities
• Leads GYC's Communications and Marketing Department and manages internal systems that support effective delivery of communications for priority campaigns and organizational needs.
• Sets and directs the implementation of an organizational communications plan and budget that aligns with GYC’s strategic plan.
• Directs the creation of compelling, inspiring, and engaging ways to tell GYC’s story through various tools and messaging frameworks.
• Supports and amplifies annually identified priority programs and campaigns.
• Protects and strengthens the organization's brand identity (voice, style, promise, vision, values, positioning), ensures products and content are consistent, and elevates the brand regionally and nationally.
• Tracks organizational reach across communications strategies and platforms, evaluates effectiveness and ROI, and develops strategies to improve efficiency and effectiveness.
• Develops and maintains core messages and talking points for key programs, campaigns, and initiatives that support the development of a wide variety of assets such as press releases, presentations, donor materials, board packets, and more.
• Works with development, conservation, and leadership teams to identify key audiences and assist in messaging development that supports relationship-building.
• Directs organizational media strategy, including owned, earned, and paid, to increase brand awareness both regionally and nationally.
• Facilitates communications trainings for staff, such as in media relations, storytelling, crisis communications, or other identified needs.
• Oversees and executes marketing or outreach events designed to strengthen brand affiliation and build relationships within target communities.
• Oversees a talented team of driven marketing and communications professionals who help tell the story of GYC's efforts to our base and target audiences and cultivates professional development unique to each individual and job description.

Qualifications
• Bachelor’s degree in a relevant field; graduate degree in public affairs, communications, or journalism a plus (experience can substitute for education if highly relevant).
• Ten plus years of communications work within the non-profit, conservation, advocacy, or political fields, or similar.
• Strong marketing and branding skills related to visual and verbal communication.
• Familiarity with issues related to public lands, waters, and wildlife in the rural landscapes of the West, preferably the Greater Yellowstone Ecosystem.
• Demonstrated ability to create and help manage internal systems and processes that ensure high quality communication products.
• Experience successfully managing and coordinating with contractors, such as graphic designers, event planners, and communications consultants.
• Familiarity with best practices and emerging trends for digital media, marketing, and advocacy.
• Ability to meet multiple deadlines by maintaining a high level of organization.
• A commitment to teamwork and building a strong internal culture of trust and accountability.
• Computer proficiency in PC-based system, preferably with knowledge of Photoshop, InDesign, and other graphic tools.
• Must have a valid driver’s license and ability to travel, primarily within the region.
• An understanding and commitment to the mission and goals of the Greater Yellowstone Coalition.
**Compensation and benefits:**
- Salary range $95,000-$118,000; depending on experience
- Employer-paid health premiums for employees and contributions for dependents, spouses, and domestic partners
- Employees can elect to have additional premiums for vision, dental, life, and accident policies.
- Employer-paid long-term disability
- Generous time-off: vacation, sick, personal, paid holidays, and sabbatical.
- Tuition reimbursement program
- Paid volunteer hours
- Employer contribution to profit sharing retirement plan.
- Hybrid work model

**Physical Demands & Working Conditions**
*GYC is committed to honoring and improving accommodations within our existing infrastructure. Typical work conditions include the ability to:*
- Work within a business office environment with moderate noise
- Work occasional nights and weekends
- Work on a computer, use a telephone, and other general office equipment
- Lift and carry up to 50 pounds
- Travel occasionally, generally by car

*The Greater Yellowstone Coalition is an equal opportunity employer. We do not discriminate and will not discriminate in employment, recruitment, Board membership, advertisements for employment, compensation, termination, upgrading, promotions, and other conditions of employment against any employee or job applicant on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, or for any other discriminatory reason.*