

JOB POSTING

Title: Director of Strategic Communications

Status: Exempt, full-time

General Description: The North Carolina League of Conservation Voters (NCLCV) is a pragmatic, results-oriented, nonpartisan organization whose mission is to protect the health and quality of life for all North Carolinians. We elect environmental champions, advocate for environmental policies that protect our communities, and hold elected leaders accountable for their decisions. We create a political environment that will protect our natural environment.

NCLCV is seeking a proven leader in communications and strategic engagement to drive the organization's digital advocacy and fundraising programs with a focus on cultivating, organizing, and growing our membership base. This is an excellent opportunity for an aggressive and creative online campaigner and communicator to expand awareness on environmental policies, civic engagement, and legislative accountability. In this public-facing digital presence position, the Director of Strategic Communications is responsible for optimizing traditional and digital communications channels to contribute to revenue growth and membership acquisition. Additionally, this Director works to establish NCLCV as a thought-leader on the intersection of environmental policy and politics.

Responsibilities: Develop, recommend, and execute strategies for NCLCV and NCLCV Foundation's membership acquisition and engagement; digital fundraising; communications and outreach; and online organizing work. Specific responsibilities include:

- Develop and implement short-term and long-term plans for digital organizing that effectively engages NCLCV's members and activists, increases revenues, expands outreach, and elevates environmental issues.
- Write compelling fundraising and advocacy email copy, direct mail appeals, online petitions, and other web-based copy.
- Draft press releases, media statements, and other traditional media materials as needed for use in campaigns, fundraising, and other strategic communications.
- Understand effective media relations work, including serving as a spokesperson.
- Grow online giving revenue through timely, innovative online campaigns, targeted communications, social media outreach, and other giving techniques.
- Foster, maintain, and grow membership base through proven, viable paid and unpaid acquisition strategies.
- Analyze, forecast, and manage revenues and expenses for assigned budget line items (i.e. membership contributions, digital acquisitions.)
- Work closely with other NCLCV staff, particularly the Director of Governmental Relations, to field and implement digital requests as it relates to the organization's policy and electoral goals; generate creative new ways to mobilize NCLCV's membership to influence policymakers, and elect pro-environment candidates (i.e. annual Legislative Scorecard, local accountability campaigns).
- Work in partnership with the Development Director to create multichannel campaigns to achieve annual revenue, membership targets
- Analyze and monitor the performance of all online engagement including advocacy and fundraising; use data to evaluate annual goals and campaign progress and make adjustments; report out as necessary.
- Participates actively in applying a racial justice lens to all NCLCV online communications with an increased emphasis on member education on issues, environmental or otherwise, where communities of color are disproportionately impacted.
- Maintain healthy constituent databases and provide staff with training to use systems effectively and successfully.
- Maintain and update websites (nclcv.org, nclcvf.org, conservationpac.org) on continual basis.

- Engage with partner organizations on joint campaign activities, including national League of Conservation and other affiliates in the Conservation Voters Movement;
- Provide digital and communications copy and support to organizational events and programs, including NCLCV Foundation's PowerUp NC as needed;
- Create opportunities for staff, board members to engage with digital advocacy and fundraising campaigns, social media, and other relevant areas of purview that further the mission and broaden the base;
- Other duties as assigned.

Qualifications:

- **Work experience:** 3 - 5 years of demonstrable success in online organizing, email advocacy, and/or online fundraising *required*. Experience building media relations and/or traditional communications *required*. Experience in a political context, preferably in a progressive or environmental organization strongly *preferred*.
- **Skills:** Excellent oral and written communications skills *required*. Creative leader who is a self-starter and can work in tandem with colleagues, other partners *required*. Proven ability to handle multiple projects, meet deadlines, and work in a fast pace environment with great attention to detail *required*. Experience using social media and online tools to engage and mobilize the public *required*. Experience with CRM, CMS, social media, and a strong commitment to metrics and tracking progress *required*; HTML coding skills *desirable*. Initiative, energy, judgment, and critical thinking skills *preferred*. Understanding of environmental issues and the North Carolina political landscape, and their potential to engage the public *preferred*. Spanish language skills *desirable*.
- **Cultural Competence:** Shares our commitment to increasing racial diversity in our movement and organization, integrating justice and equity into the work we do and ensuring an inclusive organizational culture. Brings ideas about how to put people at the center of our advocacy work.
- **Conditions:** Able to work overtime as needed to fulfill mission. Ability and willingness to travel. The position is based in Raleigh, North Carolina.

To Apply: Send cover letter, resume, and online writing sample to jobs@nclcv.org with "Director of Strategic Communications" in the subject line. No phone calls please. Position open until filled. Salary range \$35,000 - \$50,000.

NC League of Conservation Voters is an equal opportunity employer.