



## **Job Opportunity**

### **Director of Science Communications**

The Vermont Center for Ecostudies (VCE) is one of the preeminent wildlife conservation organizations in New England. We are searching for an experienced and creative individual to help lead our communications strategy through the next phase of our organization's growth and success. Located across the Connecticut River from Dartmouth College in vibrant Hartford, Vermont, our scientists and staff are committed to creating a workplace culture that respects and celebrates diversity and values the wellbeing of all employees. We accomplish this by offering flexible work arrangement options such as part-time telecommuting and alternative work schedules that help foster a healthy work-life balance.

All qualified applicants will receive consideration for employment without regard to race, color, religion, sexual orientation, gender identity, national origin, disability or protected veteran status. We are committed to a policy of nondiscrimination, inclusion, and equal opportunity; we actively seek a diverse pool of candidates in this search.

#### **Overview:**

The Director of Science Communications (DoC) leads development and implementation of VCE's outreach strategy, a critical role that serves every arm of the organization in advancing our mission and achieving conservation outcomes. The position is critical to increasing VCE's on-the-ground conservation impact, and will play a key role in our work to become a more diverse, equitable, and inclusive (DEI) organization. The DoC is a story-teller, who possesses a vision, enthusiasm, and talent for translating science to diverse audiences and ensuring it reaches its highest purpose. This position is thoroughly integrated into VCE's development efforts, and the successful candidate brings substantive experience and success in mission-driven communications work, with a documented return on investment of communication initiatives. It is crucial that the DoC has a demonstrated passion for science and nature and is an outstanding writer and editor, bringing both breadth and depth to VCE's outreach. Flexibility to innovate and follow through, ability to carry out independent work and at the same time commit to collaborative decision-making, and comfort as both leader and background-worker are crucial. Equally crucial are keen attention to detail, commitment to excellence and creativity, and collegiality.

#### **Key Responsibilities:**

- Integrate VCE's communications strategy to advance organizational goals related to audience, fundraising, public policy, and DEI outreach. Define objectives, craft messages, establish and monitor measures of success, and be accountable for the outcomes of all communications efforts.
- Envision, create, and deliver outstanding outreach materials and messages, including targeted communications to donors, in collaboration with other VCE staff. Represent VCE's work both verbally and in writing, with engaging prose, captivating photos, sophisticated design, and energetic presentations. In all communications and

development activities, support the strategic objectives of the organization and fellow staff in their communications efforts.

- Review and edit all external collateral materials (except scientific papers and technical reports) produced by VCE staff to ensure clear, concise, error-free content, and “brand” conformity before releasing to the public
- Direct and manage VCE’s printed and digital communications efforts from vision to production and distribution. Measure the return on investment of each major product. Projects include, but are not limited to:
  - Monthly eNews
  - Biannual Field Notes print publication
  - Annual Report (printed and expanded, interactive online versions)
  - Annual Loon Caller print publication
  - Assist with crafting Annual Appeal letter
  - Daily social media management
  - Website maintenance and updating (weekly to monthly); website overhaul every ~5 years
  - Writing and scheduling press releases as needed
  - Special events and other unscheduled communications outreach needs
- Interface with contracted professionals, including VCE’s web designer, graphic designer, and printing company to schedule and carry out projects to completion, meeting both budget and deadline constraints. Work with VCE’s subject matter experts in a collegial and effective way to seek advice and obtain content.
- Work with VCE’s science program staff on outreach to policy-facing organizations and other partners to help leverage VCE science to achieve conservation outcomes.
- Recruit and supervise the work of a Communications Assistant (part-time) and interns (optionally).

**Approximate distribution of responsibilities:**

50% Communications in service to science and conservation outcomes

30% Communications in service to philanthropy

10% Communications in service to VCE brand identity and public outreach, including DEI messaging

10% Special projects/other

**Essential Qualifications:**

- Bachelor's degree in journalism, communications, marketing or a closely related field required (additional coursework in biology, ecology, or related life-science field strongly preferred). Equivalent combination of education and experience will also be considered.



- Minimum five years in public relations, journalism, or other communications and marketing fields, preferably with a conservation or environmental nonprofit
- Demonstrated return on investment for communications projects
- Proven ability to write with flair and clarity in a voice compatible with VCE's style
- Eagerness to connect with all VCE audiences and to maximize effective communication to them
- Strong editing skills and impeccable attention to detail—factual, visual, and grammatical
- Ability to organize, set priorities, and multitask
- Willingness to respond to short-term or unexpected projects with positive energy, and ability to execute projects efficiently and with limited time
- Ability to work productively and positively, both independently and as part of a team
- Passionate or curious about VCE's work, and nature in general
- Desire to be part of a cohesive, genial work environment that values collegiality and humor.
- Working knowledge of Spanish is a plus

**Hours:** Full-time, Monday-Friday. This is *not* a fully-remote position. Once pandemic conditions allow, the DoC will have an office at VCE headquarters and be physically present at least three days per week.

**Salary:** \$55,000-\$60,000. VCE offers a generous earned-time-off and health insurance package, as well as a 403b retirement program.

**Reports to:** Associate Director

**To apply:** Email cover letter, resume, a portfolio or samples of your work, and a list of three professional references to Susan Hindinger, [shindinger@vtcostudies.org](mailto:shindinger@vtcostudies.org). Application deadline: September 15, 2021