



Position Title: Communications Director

Location: Remote

About FLA: The Forest Landowners Association is a national advocacy organization advancing federal policies that support the economic viability of forest landowners, as well as promoting the environmental benefits of sustainably managed privately-owned forests. FLA family and private forest members own and manage more than 23 million acres of forests that provide a large portion of the domestic supply of wood and fiber as well as clean water, clean air, and healthy forests and wildlife habitat across the nation.

Position Summary: As part of an increased organizational focus on strategic communications, FLA is seeking a seasoned professional to lead a communications program comprising of all aspects of internal and external outreach to stakeholders, including FLA's membership as well as policy makers in Washington, DC. This position requires a dependable and highly motivated professional to support a nimble, innovative, and sophisticated communications and advocacy program focused on promoting the economic viability of family and private forest owners in America. This person will be charged to take FLA's communication's program to the next level.

Working with a small but highly energetic and cohesive team, the Director of Communications will be responsible for developing and implementing all aspects of the organization's communications and marketing strategy. The ideal candidate will have a track record of being instrumental in communications programs, a creative and visual person, and an excellent copywriter, excited to take initiative and responsibility independently, and with the ability to adapt quickly to changing needs and priorities.

Responsibilities

Communications Program Support

- Develop and execute communications campaigns to support FLA's outreach to key audiences including FLA members, policy makers and corporate brands; thinking creatively about how to reach and engage these highly targeted audiences.
- Manage the moving pieces of a multi-faceted communications program, working with the FLA Vice President and management of supporting consultants and vendors.
- Develop FLA's marketing and membership communications, including monthly newsletters, membership marketing and foundation fundraising bi-annual campaigns.

-Increase visibility of FLA resources, output and reputation through external outreach while increasing member engagement and advocating FLA's policy positions and the benefits of family and private owned forests.

-Leverage the work of the organization and our members to tell compelling stories and engage the media and policy makers.

-Use a wide range of communications tactics to reach target audiences such as infographics and data visualization, storytelling, grassroots advocacy, thought leadership, and traditional media engagement.

-Identify opportunities, analyze performance metrics, and offer new ideas to evolve communications strategies of the organization.

Online and Digital Marketing

-Develop online and digital marketing initiatives to promote the association, engage members, and communicate program and policy activities.

-Oversee development of a new website.

-Ensure all aspects of the website remain relevant and content is updated regularly.

-Assist with creative design and marketing of events and conferences.

Media Outreach & Engagement

-Monitor media coverage and seek opportunities for media engagement

-Draft media content including op-eds, letters to the editor, and media pitches.

-Build and maintain media lists; begin building relationships with key journalists.

Advocacy Support

-Assist in the development of issue-specific messaging and materials for advocacy, including fact sheets, briefing materials, visuals, and leave-behinds.

-Synthesize complex forestry issues into understandable and relatable overviews for fact sheets and infographics.

-Support the coordination of advocacy activities in collaboration with the policy team.

Qualifications

-Undergraduate degree and minimum 3 years of experience supporting strategic communications, public affairs and/or issue advocacy campaigns. Agency or association experience is a plus.

-Strong writing, with a keen eye for detail and the ability to boil complex information into concise, bite-sized pieces.

-Experience using traditional and online platforms to engage and influence target audiences.

-Effective project manager, with the ability to prioritize, multi-task, and manage multiple projects.

-Experience in forestry and/or natural resources is great, but not necessary.

- Knowledge of WordPress and website maintenance or willingness to learn.
- Experience conceptualizing text and complicated data and converting into rich visual PowerPoint presentations, infographics and innovative chart design or ability to oversee production of such materials.
- Proven experience in creating communications strategy, including robust content calendar for various media channels and audiences.

Skills

- Proven ability to juggle multiple projects and to meet deadlines while consistently producing high-quality work.
- Ability to create, repurpose and amplify engaging content across multiple communications channels.
- Ability to flex and adapt quickly to changes in issues or advocacy needs; able to thrive in a fast-moving environment.
- Ability to work independently and to collaborate effectively as a team leader.
- Ability to gather multiple requirements with minimal guidance and produce initial versions of documents.

MORE ABOUT FLA

FLA Mission: To ensure an economic climate that sustains America's private forest landowners enabling them to prosper from their forest resources.

FLA Vision: For forest landowners to be acknowledged for the economic and environmental contributions their working forests make to society.

What matters to our members:

1. **Private Property Rights under the Fifth Amendment's Takings Clause**
2. **Economic Viability from their timber and forest resources**
3. **Legacy of their forest heritage to pass to the next generation**
4. **Sustainability of their forests and natural resources**

To achieve shared success for our members we focus on:

- Policy that impacts the ownership and sustainability of private forests.
- Communicating the family and private forest landowner narrative; their role in healthy forests, wildlife habitat, clean air and water and providing domestic wood supply.
- Ensuring economic success of forest landowners.

Please send resumes to Amy Palmer at apalmer@forestlandowners.com