



Communications Director

Position: Communications Director
Status: Permanent, full-time
Supervisor: VNRC Executive Director
Supervises: Communications Associate

About Vermont Natural Resources Council (VNRC):

Established in 1963, Vermont Natural Resources Council is Vermont's oldest, statewide independent environmental advocacy organization. VNRC works from the grassroots to the Legislature to advance policies, programs and practices that strengthen the foundation upon which Vermont's economy thrives — vibrant communities, clean and abundant fresh water, healthy forests and wildlife, environmental justice, clean energy, a toxic-free environment, and a resilient, thriving climate future. VNRC performs this work, in part, through a strategic partnership with Vermont Conservation Voters that involves sharing staff and resources, including communications.

About Vermont Conservation Voters (VCV)

Founded in 1982, VCV works to elect environmentally-friendly candidates to public office, and then holds elected officials accountable for the decisions they make affecting our air, water, wildlife, land, communities, and health. Based in Montpelier, VCV, a 501(c)(4) nonprofit, shares an office and maintains a strategic partnership with Vermont Natural Resources Council (VNRC), a 501(c)(3) nonprofit.

Position Overview:

VNRC is seeking a mission-driven professional to join our team as a Communications Director. Both an action-oriented strategist and self-starter, the Communications Director will both lead the communications of the organizations and play a leadership role in the communications and messaging of the coalitions and campaigns VNRC engages in to reach media, policymakers, membership, and the general public. VNRC requires that candidates

have experience in translating complex content for different audiences and purposes. Experience working with policy-driven nonprofits is strongly desired.

Responsibilities:

- Leads public relations strategy, planning and implementation for VNRC and VCV. This work includes working to translate complex policy issues into accessible and compelling information for different audiences in order to bolster the organizations' leadership position in the state, generate brand awareness, and support member engagement.
- Develops and implements a communications plan that supports the long-term mission and brand, and is aligned with policy, outreach, and development goals.
- Develop a communication infrastructure strategy that ensures that all VNRC and VCV communications channels are utilized to their maximum capacity.
- Serves as a primary point of contact with reporters, journalists, and bloggers, cultivates relationships, quickly and accurately responds to information requests, mobilizes time-sensitive public responses when needed, submits relevant and timely pitches, arranges media availabilities, organizes press events, and attends key events.
- Develops communications materials as needed, including presentations, talking points, fact-sheets, web content, preparing spokespeople for interviews, and more. Maintains a suite of standard tools for use throughout the organization.
- Assists in creating strategic communications plans for coalitions and policy campaigns
- Facilitates collaboration across staff to align messaging and content consistent with organizational policies, public relations and communications objectives.
- Evaluates the performance of public relations initiatives and drives continuous improvement based on results. Uses data and insights to guide this work.
- Manages the communications team, including a communications associate and/or interns.
- Manages sub-contractors as needed. This includes leading and implementing the competitive bid processes, writing scopes of work, supporting the execution of contracts, setting and managing to a budget, and supervising contractors.
- Demonstrates regular and effective use of project management tools and practices to ensure that work is completed on time and within budget.
- Stays abreast of trends and best-practices in both public relations and in our areas of work, and applies those learnings to their work. Teaches and shares knowledge.

Desired Qualifications:

- A minimum of a Bachelor's degree and eight years of experience or a combination of education and experience from which comparable knowledge and skills are acquired.
- Strong internal drive, tenacity, and perseverance to deliver high impact results.
- Experience in strategic communications including incorporating communications best practices into policy, issue, or political campaigns.
- Political and interpersonal savvy: ability to read an audience, attune messages for highest impact, deliver critical feedback respectfully, and guide leaders in challenging situations.
- A demonstrated understanding of integrated public relations (including traditional and digital approaches), and use of data to drive strategy.
- Demonstrated ability to build constructive and trusting relationships through use of diplomacy, humility, political savvy, tact and patience.
- Demonstrated excellence in all forms of written and oral communication, including the proven ability to work effectively with members of the media in advancing public relations goals and strategies.
- Proven experience leading and facilitating teams, including mobilizing organizational resources to accomplish shared goals.
- The ability to juggle competing priorities with poise and resilience.
- Proven time management skills and excellent attention to detail.
- Proven track record and commitment to work, learn, and grow.
- Experience and capability with Google Docs and Microsoft Office applications.
- Commitment to the conservation of Vermont's natural resources, the health of Vermont's people and communities, and environmental, social and racial justice.

Compensation:

- Starting salary of \$60,000-\$70,000 depending on qualifications and experience
- Additional benefits stipend of \$20,000 that may be applied to health insurance, child care, or taken as additional salary
- Simple IRA with employee match of up to 3% of salary
- Flexible schedule with hybrid remote/in office options

To apply, email a letter of interest, resume, and writing sample to aconnizzo@vnrc.org. Letters should be addressed to Lauren Hierl, Executive Director. We will begin reviewing applications on February 24, 2025, and will accept new applications on a rolling basis until the position is filled - at which time the posting will be taken off our website.

Equal Opportunity Employer:

VNRC is an Equal Opportunity Employer and strongly encourages applications from candidates whose identities have been historically underrepresented in the environmental movement, including people who identify as Black, Indigenous, Hispanic or Latino, Asian or Pacific Islander, or people of color; people from marginalized economic backgrounds; and people living with disabilities. Applicants should share VNRC's commitment to centering equity, environmental justice, diversity, and inclusion in our work.