

**Position Overview:** Senior Director, Communications

The Senior Director of Communications is responsible for the strategic planning and implementation of the Foundation's communications and media relations activities. This individual manages creative, efficient, cross-departmental initiatives to meet and exceed the organization's communications objectives, building awareness and support among our target audiences. The Senior Director will report directly to the Senior Vice President, Marketing and Communications. This full-time position is based in Washington, D.C.

**Essential Functions/Duties/Tasks:**

- Direct the development and execution of communications and media relations plan ensuring we have the right messages, assets, channels, and tactics to build awareness and support among target audiences.
- Provide cross-departmental support bolstering the Foundation's key business objectives.
- Provide counsel on organization's communications and media relations best practices, including crisis communications.
- Write and copyedit multiple Foundation communications products including: press releases, speeches, op-eds, newsletters, reports, website content, appeals, and proposals.
- Oversee briefings to Foundation staff in advance of media interviews and events.
- Develop and maintain relationships with members of the media across multiple beats spanning print, broadcast, online/social media, and trade.
- Manage live event media coverage and talent management.
- Serve as a media contact for the Foundation.
- Develop and manage media partnerships and strategic industry relationships.
- Proactively identify thought leadership and executive visibility opportunities to grow profile of organization and its leadership team.
- Negotiate and manage vendor relationships.
- Provide strategic counsel and review of annual department budget and manage communications line items throughout the fiscal year.
- Keep abreast of current news, trends, and topics that are relevant to the Foundation and the communications landscape.
- Supervise aggregation and reporting of media coverage.
- Manage three department staff including Communications Managers.

**Required knowledge, skills, and abilities:**

- Strong affinity for our national parks and passion for the Foundation's mission.
- Excellent oral and written communications skills.
- Good listener with willingness to consider different perspectives and opinions.
- Positive attitude and proven success as a manager and mentor.
- Garner and maintain trust and confidence of NPF executive team and staff, as well as NPS colleagues and external partners.
- Ability to work collaboratively with other staff and external partners.
- Excellent organizational skills with the ability to manage and prioritize multiple tasks and work within tight deadlines, while maintaining disciplined focus on program goals and measurable objectives.

- Strong attention to detail and the ability to solve complex problems.
- Creativity and an entrepreneurial spirit; willing to try new ideas and think “outside the box” and will motivate others to do the same.

**Preferred education and experience:**

- Minimum 10 years communications and media relations experience.
- Proven track record of designing and managing successful communications programs.
- Established relationships with the media.
- A four-year degree in a related field or degree plus successful experience in communications is required for consideration.

**Description of physical demands and work environment:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is regularly required to use hands to operate office equipment and computing resources.
- Employee frequently is required to sit; reach with hands and arms; and stoop, kneel, crouch, and often required to stand and walk.
- Employee must be able to sit for periods of time using office equipment and computer.
- Position may require moderate lifting of supplies and materials from time to time.
- The working environment is a general office environment with low noise level.
- Must be able to travel to external locations as required via various modes of transportation.
- Professional attire is required.

**About NPF:**

The National Park Foundation, in partnership with the National Park Service, enriches America’s national parks and programs through private support, safeguarding our heritage and inspiring generations of national park enthusiasts.

Chartered by Congress in 1967, the National Park Foundation is rooted in a legacy that began more than a century ago, when private citizens from all walks of life took action to establish and protect our national parks. Today, the National Park Foundation carries on that tradition as the only national charitable nonprofit whose mission is to directly support the National Park Service.

**Join the Team:**

Join our energetic, passionate team at the National Park Foundation. As the official charitable partner of America’s national parks, we are helping to preserve, protect and promote our country’s most treasured places. Communicating about the parks, and fundraising to support them, is at the very center of our mission. Your work will make a direct and lasting impact on conservation, culture, preservation, recreation, education, stewardship, and volunteerism – preserving our national parks for centuries to come.

If you know you are the ideal candidate for this position, please submit your cover letter and resume by email to [resumes@nationalparks.org](mailto:resumes@nationalparks.org). Please indicate the job title in the subject line of the e-mail.