



Florida Wildlife Federation – Communications Director

About Us

Florida Wildlife Federation, Inc. (Federation), founded in 1936, is a statewide, non-profit, non-partisan organization that promotes Florida's environmental sustainability, natural lands and waters, and ethical outdoor recreation so as to leave future generations with a livable and beautiful state. Our mission is to "conserve Florida's wildlife, habitats, and natural resources through education, advocacy, and science-based stewardship."

We advocate on the local, state, and federal levels on issues impacting our natural resources and litigate to stop misguided policy decisions. We are a small organization with a big task.

Position Summary

As the Communications Director, you will play a vital role in shaping our public image, increasing our outreach, and promoting our conservation priorities. This position requires a strategic thinker with a passion for environmental conservation, a knack for storytelling, and strong leadership skills. You will also be responsible for overseeing both traditional and digital communications, with a focus on leveraging digital platforms to enhance our reach and impact. Monitoring and analyzing digital metrics will be crucial to evaluating the effectiveness of our strategies.

This role might be perfect for you if you:

- Are results-driven and highly organized
- Are flexible and have an appetite for working with a creative, nimble team
- Take initiative and get things done
- Want to work in and be part of a team culture that is high output, low ego
- Want to be part of an organization that is growing and evolving
- Want to put your communication skills to work on some of the most pressing conservation issues in Florida

The Communications Director works across many different projects and collaborates with team members across the organization as well as our partners. This role reports directly to the President & CEO.

Essential Responsibilities and Tasks

- Develop and implement a comprehensive communications strategy to raise awareness of the Federation and its conservation priorities
- Create engaging content, including press releases, blog posts, social media updates, and reports, to showcase our impact
- Cultivate relationships with media outlets, influencers, and partner organizations to expand our reach and amplify our message

- Oversee the design and production of visual and multimedia materials to support our communications efforts
- Monitor and analyze digital metrics, such as website traffic, social media engagement, email open rates, and click-through rates, to assess the impact of our communication strategies
- Utilize digital communication channels, including social media, email marketing, and online platforms, to effectively engage our target audience
- Implement innovative digital campaigns to drive participation and support for our initiatives
- Use data-driven insights to adjust and optimize communication strategies across both traditional and digital channels
- Collaborate with other departments to ensure consistent and effective messaging across all channels
- Represent the Federation at key events, conferences, and in interviews with the media

Qualifications and Skills

- 5 years of experience in a leadership role in communications, preferably within the nonprofit or environmental sector
- Strong understanding of environmental issues and a passion for environmental conservation
- Experience in working with cross-functional teams
- Excellent written and verbal communication skills
- Proficiency in digital marketing, social media, and web content management
- Experience in media relations and crisis communication
- Strong project management skills and the ability to handle multiple tasks simultaneously
- Knowledge of digital analytics tools and experience in interpreting digital metrics
- Familiarity with the latest trends and best practices in digital communications
- Ability to utilize our CRM (Everyaction) to segment lists and track engagement

Pay and Benefits

- Salary: \$70,000+, depending on experience and qualifications
- Healthcare (United Healthcare)
- SIMPLE IRA with 3% employer match
- Accrued annual leave, sick leave, 10 federal holidays, and an end-of-year break for all staff from Christmas to New Years
- Cell phone reimbursement for remote team members
- \$200 annual fitness program reimbursement
- Long-term disability insurance
- The Federation qualifies under the Public Service Loan Forgiveness Program

Location

Florida based. Must be willing to travel, as needed, and is comfortable and competent working with a remote team.

Submit a cover letter, resume, and contact information for three professional references to careers@floridawildlifefederation.org with the Communications Director in the subject line. Applications will be reviewed on a rolling basis and accepted until the position is filled.