



Position Announcement Communications Director

The [Soil Health Institute](#) (SHI), a non-profit organization created to safeguard and enhance the vitality and productivity of soil, is seeking an experienced Communications Director with a demonstrated history of success in communications/marketing. The individual selected will report to the Chief of Staff (COS) and collaborate closely with executive leadership, staff, contractors, and partners to lead the development and execution of a comprehensive communication strategy that aligns with SHI's strategic goals. This new position is pivotal in expanding SHI's reputation as a credible and trusted source of soil health science, information, and education. The Communications Director will serve as a brand ambassador to elevate impact in support of SHI's mission. The selected individual will engage with other members of the SHI Team through multiple [Initiatives](#) and platforms, creating and disseminating high-quality educational, communication, and marketing materials; including press releases, email campaigns, videos, blogs, webpages, interviews, factsheets, reports, podcasts, and social posts. The person selected will exercise extreme attention to detail, ensuring all communication products are grammatically correct, scientifically accurate (in coordination with appropriate SHI scientists), consistent with SHI's values and brand, and meticulously edited to a bright polish. The ideal candidate is an organized and motivated professional who is committed to the Institute's values of equality, honesty, integrity, diversity, inclusion, courtesy, and respect for all, with demonstrated experience in translating and communicating technical information to a broad audience.

Essential Duties

- Supervise organizational content, process flow, and editorial calendars while managing day-to-day operations across internal and external workstreams, coordinating multiple levels of review both internally and by pertinent stakeholders and providing final, meticulously-detailed editorial review and approval.
- Execute strategic communication plans for marketing campaigns that emphasize organizational priorities, spanning various platforms such as owned media channels, internal platforms, webpages, earned media, and social media.
- Ensure brand consistency and quality in all messaging and outreach, taking on the primary role as the main contact for all media inquiries and liaising with SHI's Agency of Record.
- Oversee the budget designated for communication and marketing initiatives, ensuring resource efficiency to maximize impact, while proactively anticipating additional funding opportunities and needs in coordination with SHI's Agency of Record.
- Assess, monitor, and track content performance using SEO research, pageviews, impressions, conversion rates, media coverage, and other key performance indicators (KPIs) from SHI's website, YouTube channel, webinars, and constituent relationship manager software and use this data to establish and accomplish annual communication priorities, goals, and outcomes.
- Identify opportunities for cross-cutting campaigns targeting specific audiences and funders, with a strong focus on assessing campaign performance.
- Support SHI's commitment to Diversity, Equity, and Inclusion that includes a workplace culture guided by the principles of humility, transparency, and respect.
- Conduct comprehensive research to gain insights into key organizational communication challenges, funder and stakeholder behavior, target audiences, competitive activity, and environmental factors that influence organizational success.

Qualifications

Education: A Bachelor's degree in agricultural communication, marketing, public relations, or another communication – driven major is required. An advanced degree is preferred.

Experience: Strong communications experience: 6+ years' experience in the field of marketing, communications and/or public relations, with progressive experience leading to at least 2 years' experience in a leadership or managerial role.

Knowledge, Skills, and Abilities

- Exceptional interpersonal and collaboration skills, fostering effective teamwork with geographically dispersed colleagues, staff, and external partners in a remote environment.
- Strong organizational abilities, with a knack for planning, prioritizing, and managing a diverse workload.
- Proficiency in strategic planning and critical thinking, enabling the development and execution of communication strategies that align with the organization's goals.
- Demonstrated writing and meticulous editing expertise across various formats, from press releases and factsheets to social media posts and funder reports.
- Proficient in digital communication tools, encompassing social media platforms, email marketing, and website and project management.
- Capability to handle short timeline situations and adeptly manage communication during sensitive or challenging times.
- Proven aptitude for translating program outcomes into compelling outreach materials tailored for diverse audiences.
- Experience in maintaining and enhancing a nonprofit's brand identity to ensure consistency and recognition.
- Strategic thinker with the ability to establish systems and processes that build institutional memory and enhance task replication and scalability.
- A strong desire and enthusiasm to contribute to a mission-oriented professional team.
- Currently authorized to work in the United States.

Work Environment

This position may be housed at SHI Headquarters adjacent to Research Triangle Park, North Carolina, or at a remote location, as mutually agreed upon. Occasional travel for team meetings or to assist with content generation will be required at SHI's expense and are estimated to take less than 15% of time.

Compensation

The expected starting salary is approximately \$90,000, with relevant experience and demonstration of completed projects. This is a full-time position with competitive paid leave, life, health and dental insurance, 401K, and other benefits.

To Apply

Email a cover letter, resume/C.V., copy of college transcripts (unofficial copy is okay), writing sample, and the contact information of at least 3 references to Dr. Emily Bruner, Soil Health Institute, ebruner@soilhealthinstitute.org. References will not be contacted without the candidate being notified first. In the subject line of the email, please write "Communications Director." Review of applications will begin immediately, and the position will remain open until filled, with a goal of beginning work on or around January 2, 2024.