



National Association of Conservation Districts

Position Title

Director of Communications

Reports to

NACD Chief Executive Officer

Position Summary

The Director of Communications oversees both internal and external communications and works closely with NACD's policy and member services teams to ensure that members' needs are being met. Interacts with members of the media and other partners to communicate conservation district priorities and successes to targeted audiences and the general public.

Essential Duties and Responsibilities

- Direct Association's communication and outreach efforts, ensuring that messages conveyed are clear, concise and consistent
- Manage all NACD publications including *the Resource*, eNotes, Forestry Notes and the annual report
- Oversee management of NACD website content at www.nacdnet.org
- Establish and maintain relationships with media, pitch stories and track coverage
- Write and distribute news releases regarding NACD actions and positions as appropriate
- Coordinate with Legislative Affairs staff to develop messages and materials about conservation districts' priorities and successes for members of Congress and staff
- Collaborate with Member Services staff to ensure members understand NACD's value and the return they receive on their membership investment.
- Provide public speaking, media relations and member outreach training to national leaders
- Assist with planning, promotion and production of annual meetings and legislative conferences, including session and speaker identification, media outreach, scripting and event production
- Maintain oversight of Communications budget
- Serve as staff advisor to Communications Committee
- Supervise Communications Associate and Web Manager and Stewardship & Education staff

Skills/Qualifications:

- Bachelor's degree and three to five years experience in related field required
- Understanding of legislative process and association member services
- Ability to communicate technical information to non-technical audiences
- Proven experience with media relations
- Strong writing and editing skills, ability to communicate with various audiences
- Proficient with Microsoft Word, PowerPoint and Excel
- Experience with supervising and guiding staff

Interested candidates please email resume and two writing samples to jobs@nacdn.net by July 9, 2010.

National Headquarters
509 Capitol Court, NE, Washington, DC 20002
Phone: (202) 547-6223 Fax: (202) 547-6450
www.nacdnet.org