



Job Description
Communications Director
Remote Location – Work from Home Permanent Option

The Rural Investment to Protect our Environment (RIPE) is seeking a seasoned Communications Director to design and oversee RIPE’s communications strategy and efforts, with a focus on generating interest among the agricultural sector in supporting a climate policy that delivers a profit opportunity to farmers. RIPE is an innovative non-profit program dedicated to fostering a bipartisan coalition for federal climate policy that invests in voluntary agricultural stewardship and farmer profitability.

RIPE seeks a self-motivated communications professional with experience in message strategy, social media, earned media, and community engagement in the form of newsletters and other vehicles. The Director will be responsible for overseeing a broad array of communications and PR efforts, advancing our campaigns, strengthening our organization, and building our constituency. If you are excited to use your expertise to achieve ambitious U.S. climate policy with bipartisan support, this is the opportunity for you.

Key Responsibilities

The responsibilities of the Communications Director include but are not limited to the tasks below. If you are skilled in some but not all of these tasks, please still consider applying. This position will oversee and be supported by communications firm contractors.

Strategy, Leadership, and Vision

- Lead the development and execution of an integrated strategic communications plan that promotes the organization’s mission and goals, strengthens its brand, and deepens the impact of its work. Communications firm will be hired to work with this position.
- Work with other senior staff to develop and refine core institutional messages and compelling narratives to improve effectiveness of communications efforts.
- Identify and cultivate new audiences, new media relationships, new outlets, and new communications strategies to support RIPE’s recognition among its target constituency.
- Recognize communications opportunities and challenges; define and execute appropriate strategies in response.
- Direct and execute all communications, including managing 1-2 volunteers who support the communications function, and overseeing contractors.
- Identify and manage any consultants needed to augment the development and execution of the communications strategy.

Communications Operations

- Oversee development of all electronic communications and digital marketing, including RIPE's website and use of social media, as well as organizational collateral material and communications associated with strategic campaigns, RIPE events, and external conferences.
- Oversee the day-to-day activities of the communications function, including production or support of blog posts, social media content, digital advertising, op-eds, press releases, articles, and other web content.
- Actively engage, cultivate, and manage media relationships and serve as principal point of contact for all media interactions. Develop, pitch, and place media stories to support TA's advocacy goals;
- Use social media to listen, participate in, and start conversations that advance RIPE's advocacy goals.
- Partner with policy staff and development staff as appropriate to develop and execute strategy and messaging.
- Participate in and contribute to strategic discussions related to RIPE's priorities.
- Support the Executive Director and other staff as needed with the drafting of external strategic communications.

Skills, Abilities, & Qualifications

- 7-10 years' experience in a senior management role in communications.
- Knowledge of the agriculture sector or grassroots mobilization strongly preferred.
- Excellent verbal and written communication skills, including strong editing skills.
- Demonstrated success in proactively building online campaigns, and in successfully positioning subject matter with the media to achieve high-impact placements.
- Persuasive communicator with substantial writing and editing experience (externally focused) with a variety of print and online communications media.
- Working knowledge of Facebook, Twitter, LinkedIn, Canva, and Wordpress or similar CMS is preferred.
- Demonstrated leadership in planning and executing a comprehensive strategic communications program to advance an organization's mission and goals.
- A track record of creative use of new media technologies and design to advance institutional goals.
- Excellent judgment and superior management and problem-solving skills.
- An entrepreneurial spirit and collaborative working style.
- Motivated to work in a small, evolving organization and be part of a multi-disciplinary team.
- Passion for RIPE's mission; interest in creating bipartisan solutions to important national issues.
- Existing relationships with national or issue-area-specific media outlets.

We provide a comprehensive compensation package, including competitive salary, excellent medical and dental benefits, retirement savings, and generous vacation and sick leave policy. This position can be done virtually with meeting times scheduled on east coast time zone. You will have the option to work in the D.C. office, once covid-19 is resolved, and you will retain the option to work remotely permanently.

In your cover letter please describe your experience and salary range expectations. Please include “Communications Director” in the subject line. To apply, please email your resume and cover letter to: Careers@riperoadmap.org

Please apply by December 9, 2020. Applications will be considered on a rolling basis, so early applications are encouraged. We respectfully request no follow-up calls or emails.

RIPE Roadmap is an independent operating project of the nonprofit umbrella organization, Multiplier, a nationally recognized nonprofit with a growing portfolio of innovative initiatives that conserve and protect a sustainable and resilient world (www.multiplier.org). RIPE is in the process of spinning off to an independent non-profit.

EEO STATEMENT:

Multiplier and RIPE Roadmap celebrate diversity and are committed to building teams and partnerships that represent a variety of backgrounds, perspectives, and skills. Multiplier and RIPE Roadmap are also committed to providing an environment of mutual respect that is free from discrimination and harassment. Multiplier and RIPE Roadmap prohibit discrimination in its governance, programs and activities on the basis of race, color, national origin, age, disability, religion, gender, sexual orientation, gender identity, genetic information, political beliefs, reprisal, marital status, amnesty, status as a covered veteran, because all or part of an individual’s income is derived from public assistance, or for any other non-merit based factor