



**CENTENNIAL COMMUNICATIONS MANAGER
JOB DESCRIPTION SUMMARY
REPORTS TO: CHIEF COMMUNICATIONS OFFICER
DECEMBER 2017**

I. BASIC FUNCTION OR PURPOSE OF THE POSITION:

Under the direction of the Chief Communications Officer (CCO), the Centennial Communications Manager will implement Save the Redwoods League's centennial commemoration plan. Areas of focus will include overall centennial communications project management; related consultant and vendor oversight; organization-wide centennial commemoration project staff coordination; and video and image production.

II. ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Manage the daily, weekly and monthly interactions with Centennial commemoration consultants/vendors, including. Projects include:
 - Stewarding and updating our advertising campaign
 - Securing speaking opportunities for members of our senior leadership team
 - Planning and managing our centennial week celebration in October 2018
 - Coordinate with Special Events Manager and others, as appropriate, on planning our Redwood Forest Festival
 - Securing, managing and stewarding high profile cultural partnerships
- Update, organize and facilitate our internal commemoration coordination with the Senior Leadership Team, Conservation Programs and Development staff
- Manage the League's video and image production for the centennial, including: collaborating with the CCO to draft our video strategy; securing the video vendor; setting up meetings to discuss all production elements; scheduling shoots; working with vendors to draft scripts; working with partners to secure permits; supervising vendors' post production work; and interfacing with staff to ensure the voice and tone of the videos are consistent with our objectives
- Troubleshoot and resolve centennial commemoration implementation issues as they arise
- Other duties as assigned by the Chief Communications Officer

III. QUALIFICATIONS:

- 5+ years' experience in marketing communications
- Bachelor's degree in a relevant field or equivalent experience
- Successful experience coordinating multiple assignments, managing own time/workload and following through on commitments within expected timeframes
- Exceptional ability in copywriting and editing
- Abilities in planning and coordinating people and operations
- Experience successfully leading project teams and providing project supervision
- Outstanding communication and people abilities
- Thoroughness and attention to detail to ensure quality, accuracy, and consistency of written work are essential
- Excellent organizational skills and ability to work efficiently in a fast-paced, deadline-driven environment and adapt to frequent changes or unexpected events in regards to project work
- Ability to learn quickly, take initiative and work independently as well as in a team-based setting, and exercise sound judgment and discretion
- Skilled in print or web based technologies (Wordpress, Prezi, Facebook, Twitter, Instagram, MS Office, Adobe Creative Suite, Keynote, Adobe ImageReady, Photoshop, Pagemaker, Content Management Systems, Illuminate, Mail Chimp, Sendible, WooBox, Eventbrite etc.) or ability to learn very quickly
- Familiar with desktop publishing/graphic design experience preferred
- Understanding of Search Engine Optimization and writing for the web
- Sense of humor, dependable, excellent team-player with a positive, can-do attitude
- Personal passion for preserving and protecting the natural world with a belief in the mission, principles, and values of Save the Redwoods League.

IV. SUPERVISION:

- Oversight of independent contractors, temporary employees, interns and volunteers working on special projects

V. WORKING CONDITIONS / PHYSICAL EFFORT:

- Occasional weekend and evening responsibilities
- Some travel on airplanes and in cars
- Regularly sits at a desk or computer workstation
- Frequently moves about the office to collaborate with colleagues
- May walk on uneven ground while working off-site
- Occasionally lifts, carries or otherwise moves and positions objects weighing up to 30 pounds