



Position Announcement Communications Director

Greenbelt Alliance, the San Francisco Bay Area's advocate for open spaces and vibrant places, seeks an experienced and innovative Communications Director.

The Communications Director will develop and implement Greenbelt Alliance's communications strategy, manage the organization's external communications and media relations, oversee the communications team, actively participate in the Greenbelt Alliance management team, and help to ensure message discipline and the quality of our communications with supporters as well as internal communications. The Director will be based in our San Francisco office. See www.greenbelt.org to learn more about our work.

The Communications Director will report to the Director of Programs.

Key Responsibilities

Communications Strategy & Message Development: Lead the development of Greenbelt Alliance's communications strategies on Bay Area land-use issues by:

- In collaboration with fellow staff, developing messages for the organization and for specific campaigns that reflect the urgency of our work and the value of Greenbelt Alliance to the Bay Area
- Strengthening awareness around a clear, distinctive, positive identity for Greenbelt Alliance
- Identifying priority audiences for our communications
- Identifying appropriate communications vehicles—including Web 2.0 and other electronic media—for Greenbelt Alliance
- Ensuring consistent, high-quality, appropriate delivery of Greenbelt Alliance messages

Print & Electronic External Communication: Produce high-quality, consistent, compelling materials for external audiences by:

- Working with appropriate staff to write, edit, and publish:
 - Quarterly print newsletters
 - Monthly e-mail newsletters and action alerts
 - Periodic issue-oriented reports
 - Greenbelt Alliance's website
 - Blogs, social networking pages, and other electronic media
 - Greenbelt Alliance's annual report
- Coordinating with other Greenbelt Alliance staff to ensure all external communications have a consistent tone and presentation to reach intended audiences

- Managing design and printing consultants
- Managing the photo archive

Media: Ensure that Greenbelt Alliance and our focus on creating vibrant, inclusive communities and protecting the Bay Area’s greenbelt are constantly in the public eye across the nine-county Bay Area by:

- Cultivating contacts with regional media—including print, broadcast, and other media
- Generating news and feature stories; working regularly with Greenbelt Alliance program staff to coordinate media work in support of our priority campaigns
- Producing media events and writing press releases, opinion editorials, talking points, etc.

Leadership & Management: Oversee all aspects of Greenbelt Alliance’s communications team. Working with other staff, provide communications leadership to Greenbelt Alliance as a whole by:

- Ensuring that Greenbelt Alliance staff members develop necessary communications skills. For example, ensuring that campaign staffers are appropriately trained as spokespeople and in media relations
- Hiring, training, and managing Greenbelt Alliance’s communications staff and consultants
- Preparing and managing the communications team’s annual work plan and budget
- Actively participating in Greenbelt Alliance’s management team and, in collaboration with the Director of Programs and the Executive Director, working to ensure that effective communications strategies are incorporated into all appropriate elements of Greenbelt Alliance’s work

Fundraising & Internal Communications: Ensure that identity and message discipline and attention to high-quality communications is applied to Greenbelt Alliance’s fundraising and internal communications by:

- Working with the Development Department to ensure message discipline and consistent quality in communications to foundations, major donors, and our members
- Working with the Executive Director and other senior staff to ensure message discipline and consistent quality in communications to the Board of Directors, Greenbelt Alliance committees, etc.

Qualifications

The ideal Communications Director candidate will have:

- A Bachelor’s degree plus at least four years experience and demonstrated success in the communications field
- Outstanding writing and communications skills
- Demonstrated strategic thinking skills
- Strong staff and consultant management skills
- Experience in and enthusiasm for Web 2.0 and new electronic media opportunities
- Demonstrated experience in publication editing, design, and production
- Ability to communicate effectively with a wide variety of people and constituencies
- Experience and skill in managing multiple projects simultaneously
- Familiarity with land-use issues and commitment to environmental protection
- Good sense of humor

Salary and Benefits

Salary depends on experience. Medical and dental insurance provided as well as short-term disability, flexible spending, and 403(b) accounts. Generous vacation package.

How to Apply

Please send a cover letter, resume, and a short writing sample to jobs@greenbelt.org.

Applications can also be sent via postal mail to:

Greenbelt Alliance
Attn: Communications Director Search
631 Howard Street, Suite 510
San Francisco, CA 94105

Applications will be accepted until July 13, 2009.

About Greenbelt Alliance

Greenbelt Alliance is the San Francisco Bay Area's advocate for open spaces and vibrant places. Founded in 1958, we work to make the Bay Area a better place to live by protecting the region's greenbelt and improving the livability of our cities and towns. We have helped protect over 1.1 million acres of farmlands, parks, watersheds and other open space. We are also a leading advocate for the creation of livable communities: walkable neighborhoods near transit, shops, and jobs, with homes people can afford.

With a committed staff of 20, there is strong team spirit and sense of fun at our organization. We are headquartered in San Francisco with offices in San Jose, San Rafael, Santa Rosa, and Walnut Creek. Greenbelt Alliance values a diverse workplace and is an equal opportunity employer. People of color, women, people of all sexual orientation, trans and gender non-conforming people, and individuals of diverse backgrounds are encouraged to apply.

Posted: June 22, 2009