



### **Position Details**

**Title:** Director of Communications

**Team/Program:** Communications

**Location:** Concord, NH (preferred) with opportunity for hybrid arrangement. Location flexible with regular presence at our Concord office

**Employment Type:** Full-time; exempt. 40 hours per week

**Reports To:** President

**Supervises:** Communications Coordinator, contractors

### **About the Northern Forest Center**

Founded in 1997, the Northern Forest Center works across the 30-million-acre Northern Forest region of New York, Vermont, New Hampshire, and Maine. We advance community economic development and forest stewardship by providing collaborative leadership, innovative ideas, and expertise in program delivery, investment, project management, and public policy. Our work is grounded in strong partnerships with rural communities and a deep commitment to the region's people, land, and future. Learn more at [www.northernforest.org](http://www.northernforest.org).

**Position Summary:** The Communications Director leads the communications function for the organization, providing strategy, leadership, project oversight, and stakeholder engagement to advance visibility, fundraising, and program goals. This role blends big-picture strategy with high-touch engagement and quality control across content, media, and internal communication.

Working closely with the President, Director of Development, Vice President and Program Directors, this position is responsible for implementing the Center's new Engagement Strategy to drive growth in audience reach, revenue, and reputation. This role is well-suited for a collaborative, mission-driven professional who thrives in a dynamic and evolving environment.

### **Key Responsibilities**

#### **Communications Strategy & Brand Stewardship**

- Develops and executes integrated communications strategy aligned with organizational priorities
- Maintains and elevates brand identity and organizational narrative

- Translates annual goals into campaign plans and platform strategies

### **External Relations & Reputation Management**

- Builds and maintains relationships with external partners including reporters, advertising representatives, partner organizations, funders, government stakeholders, and community leaders
- Serves as spokesperson or organizational representative when appropriate
- Manages crisis communications and reputation risk planning

### **Internal Alignment & Cross-Functional Collaboration**

- Partners with fundraising and program teams to ensure messaging consistency
- Manages organization-wide Engagement Calendar to ensure consistent and timely delivery across all audience segments and message pillars
- Directs editorial development process and contributes as editor and writer
- Oversees and supports cross-functional communications team to drive collaborative story-sourcing and information sharing
- Works with staff to develop marketing and communications campaigns to support program delivery
- Contributes to organizational culture, planning and continuous improvement initiatives

### **Project Management & Quality Assurance**

- Oversees end-to-end execution of communications deliverables (i.e. op-eds, annual reports, fundraising videos)
- Reviews and approves all communications products to ensure accuracy, accessibility, and brand consistency
- Coaches staff, board and volunteers on message delivery generally, and specifically on working with the media
- Manages communications timelines, workflows, and approval processes

### **Analysis & Resource Management**

- Defines KPIs for communications materials and provides performance analysis and strategic insights
- Oversees communications budgets, contracts, and vendor relationships
- Manages Communications Coordinator and other internal support
- Advises on continuous improvements to program output and impact tracking

Note: These responsibilities describe the general nature of the role and are not an exhaustive list. Other duties may be assigned as organizational needs evolve.

### **Required Qualifications**

- 5+ years' experience directing strategic communications for a mission-driven organization, preferably one using several types of programming to achieve a long-term vision
- Demonstrated ability to develop communications strategy and oversee implementation; manage staff, contractors and budget to increase visibility, deepen stakeholder connection, and inspire financial support
- Strategic grasp of communication channels and tools available, experience prioritizing among them and analyzing performance
- Excellent written and verbal communication skills
- Ability to manage multiple priorities with attention to detail
- Proficiency with Microsoft Office 365 (Word, Excel, Outlook, Teams)
- Willingness and ability to travel throughout the Northern Forest region as needed

Equivalent combinations of education and experience will be considered.

### **Preferred Qualifications**

- Experience with cultivating earned media and pitching stories, and familiarity with regional media
- 2 years' experience managing direct reports
- Familiarity with Asana or other project management tool, digital asset management systems, Adobe Creative Suite, WordPress, bulk email
- Familiarity with the Northern Forest region and the economic changes and conservation work that have influenced it since 1990, and the resulting economic and community needs
- Experience working in or with rural communities, with knowledge related to forest economies, community development, advocacy

### **Competencies and Workstyle**

- Collaborative and relationship-oriented to forge successful relationships with teammates and external partners to source stories, program impacts, photography and other assets to support the Center's messaging across all platforms.
- Adaptable and comfortable with evolving priorities, systems, and technologies
- Comfortable working with staff and volunteers at all levels of the organization
- Highly organized and reliable with a can-do approach
- Results-oriented with a learning mindset
- Committed to equity, inclusion, and respectful teamwork

### **Compensation and Benefits**

- Salary Range: \$76,000-\$85,000, commensurate with experience
- Comprehensive benefits package, including:

- o Employer-sponsored Anthem health insurance with employee premiums covered 85-90%
- o 20 PTO days, 12 sick days and 12 holidays annually
- o Flexible spending and dependent care accounts
- o SIMPLE IRA with 3% match
- o Short- and long-term disability coverage with premiums covered 100%
- o Voluntary life and dental insurance
- o Flexible and supportive work environment

### **Work Environment & Travel**

- Regular travel within the Northern Forest region
- Occasional overnight travel
- Combination of office-based, remote, and field-based work

### **How To Apply**

Please submit a resume and cover letter describing your interest and qualifications to [resume@northernforest.org](mailto:resume@northernforest.org) with the subject line: “Director of Communications Application.” **Applications are due by March 11<sup>th</sup>, 2026 and the position will remain open until filled.**

*The Northern Forest Center is an equal opportunity employer and is committed to building a diverse and inclusive team. We make employment decisions based on qualifications, merit, and organizational needs, without regard to race, color, religion, national origin, gender identity or expression, sexual orientation, age, disability, marital status, political beliefs, or veteran status.*