



Environmental Volunteers

ENVIRONMENTAL VOLUNTEERS - JOB ANNOUNCEMENT
May 21, 2021

Open Position: Director of Marketing and Communications

An essential member of the Environmental Volunteers (EV)'s staff leadership team, the Director of Marketing and Communications leads the creation and implementation of a unified marketing and communications strategy to advance the organization's strategic goals. The person in this position works closely with other members of the staff leadership team to plan for the future of EV; directs and implements central marketing and communications; and works in collaboration with staff throughout the organization to support alignment of EV's program communications (Development, Programs, Volunteers, Partnerships, and Collaborations) with the central strategy. See a presentation about the role: [Communications Job Overview](#)

The Director of Marketing and Communications understands and effectively leverages all marketing channels including digital and social media, print, visual media, and public/media relations. The Director of Marketing and Communications is a key leader in implementing EV's commitment to inclusive engagement of diverse communities including communities of color. This position serves as one of the spokespersons for the organization to the media and other audiences, and positions the ED, Board of Directors, or others to represent EV in these forums.

What makes you a great fit for this position:

1. 5+ years of experience in marketing/communications leadership roles with experience supervising a team (may include direct reports, interdepartmental and / or consultants)
2. Demonstrated experience developing overall organizational marketing and communications strategy
3. Demonstrated experience driving growth by designing and implementing digital marketing strategy and campaigns including basic familiarity with digital media production tools and workflows
4. Understanding of systemic racism and its impacts, and experience incorporating a racial and social equity lens into marketing and communications strategy and tactics with proven success in reaching and engaging diverse constituencies
5. Skilled project manager with ability to initiate and implement projects from start to finish
6. Highly strategic: Sees the big picture and stays focused on strategy. Has the ability to frame ideas in ways that help colleagues understand both big-picture concept and resulting concrete actions / results
7. Deep listener: "Learn-it-all not know-it-all"
8. Collaborative: Effectively builds buy-in up, down, and sideways
9. Reliable: Follows through on commitments, meets frequent deadlines with no supervision in a fast-paced environment with many competing demands
10. Confident and humble: Able to advocate for communications and marketing perspective and effectively introduce colleagues to new thinking
11. Has a personal connection to the outdoors and / or nature science education
12. Superb written and verbal communication skills

About the Environmental Volunteers

Since 1972, the Environmental Volunteers (EV) has been sharing the wonders of environmental science with youth, sparking their interest in lifelong learning through discovery of the natural world. Annually, our classroom-based science education and field trip programs reach 12,000 San Mateo and Santa Clara County students, grades K-8, and assist their 400 teachers in meeting state education standards. The EcoCenter, our headquarters located in the Palo Alto Baylands Nature Preserve, is a new community resource for environmental education and a place that inspires a love of nature and stewardship. We are now growing across the country with EV Sprout Up chapters at UC Santa Barbara, UC Davis, Cal Poly, UCLA, Columbia University /Barnard College, and New York University. Our dedicated team includes 12 staff and consulting members and 17 current board members.

Our organizational values include:

The Passion of our Volunteers – We believe that nature is awesome, everywhere and for all. We develop and empower future stewards of nature. Passion for the experience of volunteering continues to spread, inspiring remarkable contributions from our volunteer leaders, staff, partners, and the rest of the EV community.

Collaboration – Internally, we are a highly collaborative and mutually-supportive team. Externally, we are committed to mutual trust and respect with our partners. We resolve differences when they may emerge with respect and civility.

Integrity – Our success and reputation depend on our integrity as an organization. Therefore we use consistent, reliable decision-making to guide our efforts. We apply common sense and good judgment to our work, and recognize our essential responsibility to use contributions and resources.

Learning – We believe that learning and curiosity are at the core of everything we do.

Stewardship and Philanthropy – We could not achieve our mission without the generosity, commitment and philanthropic support of our volunteers and donors who share these values.

Diversity, Equity, and Inclusion – EV acknowledges systemic racism and other social injustices and their impact on the EV community. We have begun the journey of understanding racism and injustice and their impacts on people of color and others. We are committed to making change within our organization and to supporting change within the EV community towards a more just and equitable future.

EV will also be updating our strategic plan in 2021.

Typical Working Conditions and Travel:

The Director of Marketing and Communications will work either in the EV headquarters, in Palo Alto, CA, our South Bay Office in Santa Clara, CA, or remotely from the Bay Area. If working remotely, the Director of Marketing and Communications should be available to attend several full days of meetings at the headquarters office in Palo Alto at least once per month and occasionally more

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often. The position will also require episodic travel to field trip sites, Sprout Up chapter locations, and schools throughout the Bay Area.

Salary and Benefits

The salary range for this position is \$65,000 to \$85,000.

Benefits include paid holidays, vacation, sick time, and health, dental, vision, life and long-term disability. Eligible for 401(k) plan after one year of employment.

To Apply

The position is open until filled.

The initial recruitment will close on July 1, 2021 at 5:00 PM Pacific time. For applications received after this date, we will notify applicants within three business days regarding the status of the search and any extension of the application review period.

Submit resume and cover letter to:

Search@EVols.org

Subject line: EV Director of Mar/Com