

**Communications Director
Friends of Acadia
Bar Harbor, Maine**

Friends of Acadia seeks a Communications Director to develop and implement strategic communications for a dynamic and growing organization, in partnership with FOA staff, board members, and partners. This role will involve writing, editing and designing a range of materials for FOA's program, policy, education, and fundraising purposes. The Communications Director serves as writer/editor of the *Friends of Acadia Journal*, *Annual Report*, and other publications, coordinates advertising and media outreach, oversees electronic communications, and oversees the FOA brand and public presence.

Primary Responsibilities:

- Develop and implement organizational communications plan, including strategies for media and public outreach, website and online presence, publications, and events. Develop and implement outreach strategies to deliver FOA core message, engage a broad audience in FOA mission, and raise public awareness of FOA and its work.
- Produce and edit publications, including: *Friends of Acadia Journal* (three issues per year); *Annual Report*; Benefit Auction materials, including catalog and digital guide; event/outreach materials, including media releases, posters, postcards, invitations, etc.
- Manage media relations, respond to media requests, prepare and distribute news releases, and manage advertising. Serve as FOA spokesperson as appropriate.
- Oversee the work of FOA's Communications Associate in Digital Media in the areas of social media, photographic and video content, and e-communications.
- Manage and update the FOA website.
- Coordinate a consistent organizational image and high-quality presentation for all FOA communications; and track results and effectiveness of FOA's communications and brand-awareness among key constituencies.
- Work as team member on other duties as assigned.
- Serve as a member of FOA's staff management team and foster strong communication and collaboration across departments to help build an effective organization and positive work environment.

The above responsibilities will require a motivated individual to bring a combination of the following:

- Exceptional writing and editing skills, including the ability to evoke the beauty and value of Acadia National Park and to craft stories that build a feeling of personal connection to the park and to FOA's work; familiarity with Acadia and surrounding communities a plus;
- Ability to edit text produced by others to bring it to a high writerly standard;
- A strong sense for visual and graphic design with proficiency in Adobe InDesign and familiarity with WordPress/HTML;
- Ability to work independently and as a member of a team;
- Experience developing and managing budgets and meeting deadlines;
- Strong judgement skills, flexibility, and a good sense of humor.
- Bachelor's degree and at least five years of relevant experience.

The Communications Director is a salaried, year-round position with the need for occasional weekend and evening work. FOA offers a competitive compensation package and a positive work environment, values diversity in the workplace, and does not discriminate in any way in its hiring decisions.

Friends of Acadia Communications Director | Page 2

To Apply: Please send a cover letter, resume, and optional writing sample and/or InDesign sample by May 30, 2017 to:

Search Committee – Communications Director
Friends of Acadia
PO Box 45
Bar Harbor, ME 04609

Electronic applications are encouraged; please email the above written materials saved as a PDF to carol@friendsofacadia.org and note Communications Director Search Committee in your subject line.

Friends of Acadia is an independent nonprofit organization, founded in 1986. Its mission is to preserve, protect, and promote stewardship of the outstanding natural beauty, ecological vitality and distinctive cultural resources of Acadia National Park and the surrounding communities for the inspiration and enjoyment of current and future generations.

We accomplish this mission through a combination of philanthropy, volunteerism, advocacy, and program innovation, thanks to a dedicated staff and board, and the support of thousands of members and volunteers. Since 1986, Friends of Acadia has granted more than \$25 million for park and community conservation.

