



**SENIOR DIRECTOR,
MARKETING & COMMUNICATIONS**

POSITION ANNOUNCEMENT

ABOUT MANOMET



Manomet is a 501(c)(3) organization that empowers stakeholders through science and works with partners to make a world where ecosystems and human communities thrive. Since Manomet's beginnings as a bird banding operation in 1969, its science and research have expanded to focus on ecosystem management and resilience, shorebird conservation, and educating tomorrow's leaders about the importance of the natural world. Workplace diversity, science, and climate change are the fundamental principles driving Manomet's work today.

Mission: Manomet uses science and collaboration to improve the health of flyways, coastal ecosystems, and working lands and seas.

[Link to Strategic Priorities \(2021-2024\)](#)



POSITION SUMMARY

Are you a strategic Marketing and Communications professional who is passionate about science and sharing impactful conservation work broadly? Are you committed to broadening the diversity of people who have access to science, nature, and the outdoors? Are you interested in opening peoples' awareness to the magic of nature? Are you innovatively creative and willing to test new ways of communicating? If so, join Manomet, a top-notch science organization with a global reach, and be the champion of coastal ecosystems, bird migration routes, and working lands and seas across the Western Hemisphere. Partner with our President and the Manomet team to build high-level communications capacity across our organization and network.

Manomet, a Center for Conservation Science, is a small, nimble, world-class, science-driven organization with 52-years of history working with stakeholders applying science to benefit humans and nature.

We are looking for a Senior Director, Marketing and Communications to build on Manomet's 50+ years of banding birds, shorebird conservation, research, and education, and grow our exposure nationally and across the Western Hemisphere.

The Senior Director, Marketing and Communications is a key member of our leadership team and will play a significant role in our organizational strategy. This person reports to the President and will be responsible for planning, developing, implementing, and measuring Manomet's marketing and communications strategies and activities, both internally, and externally with the media and broader public. The Senior Director will direct the efforts of the Marketing and Communications staff and vendors, and with them, coordinate at the strategic and tactical levels within the function of the organization.



ESSENTIAL RESPONSIBILITIES

- Work in close collaboration with the President, Development and Communications teams to enhance goals and objectives for the organization and implement public-facing communications and development materials.
- Drive external communication cadence to ensure stakeholders maintain a clear understanding of priorities and progress, and to ensure all written content for Manomet including social media, newsletters, magazine and press releases are aligned with our goals. Oversee all written content for Manomet including social media, newsletters, magazine and press releases.
- Collaborate with all program teams to amplify their work.
- Work in close collaboration with the Development and Communications teams to ensure all external communications align with the overall strategic priorities of the organization including a diverse, interconnected, and inclusive community.
- Identify opportunities for Manomet to participate in strategic events locally and nationally to promote our work.
- Provide direct support to the President and represent Manomet, as appropriate, with external stakeholders, including meetings, conferences and convenings, speaking engagements, and other opportunities.
- Identify and serve as lead point of contact on current and potential strategic partnerships and media engagement opportunities.
- Work with Program leads and Director of DEI to identify opportunities to broaden our reach across more diverse audiences.
- Responsible for planning, evaluating, and reporting on goals and long-range marketing strategies.
- Develop and administer Manomet's marketing budget for maximum effectiveness as well as short and long-term budgets for the marketing and communications efforts.

PREPARATION, KNOWLEDGE, SKILLS & ABILITIES

- 10+ years of progressive communications and/or marketing leadership experience, ideally with significant experience in a nonprofit organization.
- Demonstrated experience in external relationship development and management.
- Demonstrated success in handling major priorities in a fast-paced environment, ability to handle ambiguity and nuances; well organized with strong follow-up and follow through; and ability to leverage limited resources with a “roll-up the sleeves/can do attitude.”
- Ability to think strategically, anticipate future trends, opportunities and consequences and incorporate them into planning.
- Demonstrated leadership and management style that is characterized by personal integrity, collaboration, influence, open and transparent communication, achievement, and accountability; exceptional capacity for managing and leading people compassionately.
- Ability to effectively build organizational staff capacity.
- High level of business acumen.
- Exceptional writing and editing skills.
- Strong problem solving and project management skills.
- Strong analytical skills, with the ability to track and report on the effectiveness of marketing and communications initiatives.
- Knowledge of and experience with digital marketing and social media platforms.
- Media relations experience.
- Passion for environmental sustainability and conservation.
- Must successfully pass a background check.





WORKING CONDITIONS / PHYSICAL DEMANDS

- Ability and willingness to travel to various locations in the US as necessary to complete job duties. Travel may also be international.
- This is a full-time position.
- Normal office business environment.
- Close work (paperwork, visual examination).
- Occasional walking up and down stairs, standing, and bending.
- Ability to sit at a computer for long periods of time.
- Fully remote work possible but must be willing to spend early days at Plymouth, Mass office and travel to meetings at HQ or elsewhere as necessary.

SALARY & BENEFITS

Salary Range: \$110,000-\$130,000, commensurate with experience. Manomet offers excellent benefits including health insurance, dental, 403b match, life insurance and several other benefits.

TO APPLY

Manomet has retained the services of ThinkingAhead Executive Search. Please submit your resume and expression of interest to: Chris Spagnola at cspagnola@thinkingahead.com and Dan Kuhar at dkuhar@thinkingahead.com.

The above statements are intended to describe the general nature and level of work being performed by people assigned to do this job. The above is not intended to be an exhaustive list of all responsibilities and duties required.

External and internal applicants, as well as position incumbents who become disabled as defined under the Americans with Disabilities Act must be able to perform the essential job functions (as listed) either unaided or with the assistance of a reasonable accommodation to be determined by management on a case-by-case basis.

Manomet provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.