

## Job Posting:

### Communications Manager, Great Lakes Protection Fund

*Attract creative ideas and drive innovative solutions that benefit the Great Lakes*

#### **About the Great Lakes Protection Fund:**

Founded in 1989, the Great Lakes Protection Fund is a not-for-profit impact investor for the Great Lakes. Over the past 30 years, we have turned bold ideas into impact by investing \$94 million into projects and teams pioneering new technologies, practices, and financing strategies to catalyze Great Lakes basin-wide transformational change. You can read about our impact at <https://30years.glpf.org/>.

We are the team making an outsized impact on the Great Lakes. Here, you'll collaborate with smart people to accomplish ambitious goals. A key part of our culture is work/life balance because we know that you are more than just an employee. The Fund is a unique place where you can feel great about your work and build a better future for the Great Lakes region.

#### **Position Description:**

We're looking for a strategic and creative **Communications Manager** to join our team. You will use your communications management experience and content development skills to design, implement, and manage all aspects of the Fund's communications strategy on a variety of platforms. You will have a strong communications management background, an understanding of Great Lakes environmental issues, and the aptitude and enthusiasm to build relationships with stakeholders throughout the region.

Your programs will attract talented individuals and teams with compelling ideas for protecting the health of the Great Lakes and convey the ongoing impact of the Fund's project investments to key audiences on a variety of messaging platforms. As part of the Fund's program team, you will collaborate extensively with other Fund staff and outside consultants to execute the communications strategy.

#### **Primary responsibilities:**

- Lead the development and implementation of the Fund's communications strategy, including setting the vision and direction for the Fund's communications program.
- Manage the Fund's brand identity, core messages, and content across all platforms to increase awareness and engagement among the Fund's target audiences and support the Fund's mission.
- Maintain a network of contractors and consultants to support the Fund's communication programs.
- Advise the project teams receiving Fund support on their strategic communication efforts to amplify their impact and reach audiences throughout the Great Lakes Basin.

#### **Qualifications:**

You should have strong communication management skills with prior experience leading communication or marketing efforts. You should also bring a passion for the Great Lakes and the environment and demonstrate a commitment and ability to communicate impact. We seek a multifaceted, strategic, and resourceful professional – part racecar driver, part brainstormer, and part data nerd.

#### Preferred Qualifications\*:

- Master's degree in communications, marketing, or a related field;
- Five to seven years of professional experience in a communications role, with prior experience in the nonprofit sector and expertise in natural resource protection and water resources;
- Demonstrated success in leading communications and brand-building strategies;
- Superior verbal, writing and editing skills, including a detail-oriented lens for grammar, content accuracy, messaging nuance, and data-driven visuals;
- Experience managing and collaborating with internal teammates and external partners and consultants, preferably with experience managing both in-person and virtual teams;
- Strong working knowledge of social media platforms, best practices, and trends;
- High level of technical literacy including WordPress, HTML, Adobe Creative Suite, Office 365, Google Analytics, Mailchimp, GivingData;
- Excellent time management, budgeting, and organizational skills, with experience balancing multiple projects simultaneously;
- Self-starter, team player, confident communicator, and lifelong learner; passion for learning, being curious, exploring new ideas, and breaking the status quo;
- Strong commitment to the environment and making the world a better, more equitable place;
- An enduring sense of humor.

*\*If you are interested in applying, we encourage you to think broadly about how your background matches these preferred qualifications. We want to find the best candidate for the position and will consider how your combination of knowledge, skills, education, and experience would complement our team.*

#### **Location and Travel Expectations:**

This position is based in our office in Evanston, IL. When safe to do so, there will be opportunities for travel to meet with our project teams, attend conferences to keep up-to-date on important Great Lakes trends, and get to know our network of consultants.

#### **To Apply:**

We welcome you to apply if you enjoy discovering creative solutions to complex problems, thrive in a small team, and have a solid record of professional accomplishment.

Applications will be reviewed on a rolling basis. Candidates should submit a cover letter indicating interest in the position and a resume to [position@glpf.org](mailto:position@glpf.org).