



## SOUTHERN GROUP OF STATE FORESTERS

Wib L. Owen, RF 1094, Executive Director  
5013 Darcy Woods Lane, Fuquay Varina, NC 27526  
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- Position Title:** Communications Director  
Southern Group of State Foresters
- Location:** Negotiable location within the Southeastern US
- Salary:** Salary commensurate with experience
- Closing Date:** Applications will be considered until the position is filled; however, applicants should submit application by January 31, 2021 for full consideration.
- Job Description:** The Communications Director serves as the organization's lead in the design and implementation of communication strategies and promotion of SGSF activities to internal and external audiences. Promoting current media campaigns, such as Healthy Trees, Healthy Lives, will be a priority. The Communications Director reports to the Southern Group of State Foresters Executive Committee.
- Job Duties:** Duties and responsibilities of the Communications Director include, but are not limited to:
- Internal Communications*
- Develop and publish regular updates for member agencies on SGSF activities and relevant external issues
  - Develop and maintain communications resources and collateral for member agencies and SGSF committees including the Member Toolkit and committee contact lists
  - Develop and distribute meeting communications materials including announcements and agendas
  - Collaborate and coordinate their activities and projects with other SGSF contractors (SGSF Team) to ensure goals and objectives of the SGSF are successfully met
  - Collect and compile relevant information from member states to ensure SGSF is making the necessary impact regionally and nationally
- External Communications*
- Support and advise the work of the SGSF Communications Committee, including project development and implementation, periodic meetings, and work planning
  - Design, write, publish and organize up-to-date southern outreach materials, including blog posts, website content and social media content
  - Manage day-to-day activities of all SGSF social media platforms
  - Oversee and manage SGSF branding and visual identity
  - Coordinate response for inquiries from partner organizations, agencies, and the media with the SGSF Team and Executive Committee

- Represent the association at national and regional meetings at the request of the Executive Director
- Assist the organizations' committees with developing and implementing communications projects related to their respective program areas
- Establish and maintain communication networks and reciprocal flow of information with public affairs staffs in state forestry agencies, the USDA Forest Service (USFS) Washington Office, USFS Southern Region, and allied partners including the National Association of State Foresters, Council of Western State Foresters, and Northeast-Midwest State Foresters Alliance
- Research and identify potential new partner opportunities, meetings to engage in, and opportunities to ensure SGSF is a leader in southern and national natural resources dialogues and action plans
- Promote partnerships and keep partners, coalitions, and media outlets informed of SGSF positions
- Ensure consistent messaging with state forestry agencies and allied partners
- Develop and implement strategies for SGSF to support key messaging campaigns such as Healthy Trees, Healthy Lives and #forestproud
- Develop metrics and monitor and report on the success of SGSF and member state messaging to reach targeted audiences

**Qualifications:**

A bachelor's degree in communications, public relations or equivalent field and six (6) years of experience in communications, public relations, public information or other relevant field OR a master's degree in communications, public relations or equivalent field and four (4) years of experience in communications, public relations, public information or other relevant field.

Knowledge of forestry industry or other natural resource industry is preferred.

Excellent communications skills and demonstrated ability to work collaboratively with and motivate others to achieve results in a team setting are required.

Submit resume and cover letter to: Wib Owen, Executive Director, Southern Group of State Foresters via mail or email. 5013 Darcy Woods Lane, Fuquay Varina, NC 27526 or [wib.owen@southernforests.org](mailto:wib.owen@southernforests.org).

***Nondiscrimination Status:*** *Southern Group of State Foresters is an equal opportunity/affirmative action employer and complies with all federal and state laws, regulations, and executive orders regarding affirmative action requirements including compliance with Department of Homeland Security, U.S. Citizenship and Immigration Services Form I-9 (Employment Eligibility Verification). SGSF conducts background checks on all final candidates.*