COMMUNICATIONS DIRECTOR JOB DESCRIPTION

TITLE: Communications Director
REPORTS TO: Executive Director
POSITION: Full-time employee

SUMMARY: The Communications Director is responsible for creating, developing, and maintaining Blue Planet’s broad and varied communications, marketing, and public relations efforts. The Communications Director is a skilled storyteller whose work duties are split among traditional media relations, marketing, and writing and content creation. Duties include: development and dissemination of information for publication (such as news releases, op-eds, etc.); media opportunity identification; oversight of paid media strategies; content creation for community outreach; media relationship development; development material creation; providing strategic guidance on branding, marketing, and fundraising messages; managing and supervising communications team members; and other duties as assigned.

PRIMARY RESPONSIBILITIES MAY INCLUDE:

- Developing and overseeing all aspects of communications and marketing strategy.
- Planning advertising and promotional communications projects, including print, electronic, special events, and direct mail, to fulfill those aspects of the marketing plan.
- Developing media and public relations strategies for Blue Planet programs, advocacy, networking, fundraising, and community engagement efforts.
- Developing, disseminating, and following through on news releases and other publication products, including op-eds, letters to the editor, and thought pieces for publication.
- Developing and disseminating Blue Planet newsletters, updates, event announcements, fundraising appeals, and other external-facing communications.
- Developing and maintaining relationships with media and public relations professionals.
- Framing, packaging, and pitching stories for Hawaii, national, and international media outlets.
- Supervising and managing communications staff.
- Evaluating research regarding new market trends and public reaction to initiatives and promotional activities in order to recommend strategy adjustments.
- Planning and coordinating focus groups and other market research to evaluate effectiveness of marketing communications.
- Contracting and serving as liaison with outside consultants, graphic designers, copywriters, and advertising agencies.
• Assisting in the development and implementation of innovative—as well as traditional—communications methods, marketing strategies, and distribution channels.
• Working closely and coordinating communications strategies with the Creative Director
• Producing professional-looking, accurate, and complete documents in a timely manner.
• Producing and manipulating images for graphics design work.
• Planning, organizing, and implementing media outreach activities.
• Providing content for web, print, broadcast, newsletters, and other outreach communications.
• Overseeing management of communications database of contacts, volunteers, donors, and Blue Planet friends.
• Other tasks as assigned.

QUALIFICATIONS:
• Bachelor's degree required.
• Extensive experience working in communications, journalism, marketing, and/or public relations field(s).
• At least 3 years in a management position, including experience in supervising multiple staff.
• Ability to effectively communicate (verbal and written) in a professional manner.
• Excellent writing skills and ability to vary writing tone and style to meet needs.
• Ability to work independently and cooperatively with staff, professionals, volunteers and other corporate partners.
• Awareness of and curiosity about clean energy and climate issues, behavioral science, and Hawaii's political landscape.
• Ability to work effectively with minimum amount of supervision.
• Creative, adaptive problem-solving ability.
• Excellent organizational skills for handling a variety of details and setting administrative and production priorities.
• Ability to work under pressure and can follow through to completion of assigned projects.
• High energy, positive, “can-do” attitude, flexibility, teamwork, and attention to detail; high degree of initiative
• Excellent computer skills, including broad experience with database, presentation, graphics design, web content management, and other software.

Blue Planet Foundation offers a competitive salary package commensurate with skills and experience plus excellent benefits that include medical, dental, and vision coverage.

Blue Planet Foundation is an equal opportunity employer committed to a diverse workforce.