



## DIRECTOR OF COMMUNICATIONS

184 Burnett Road, Freeport, ME 04032  
Phone: (207) 865-4469 | Fax: (207) 865-4884  
wolfesneck.org

### Position: Director of Communications

#### About Wolfe's Neck Center

Wolfe's Neck Center for Agriculture & the Environment is a fast-growing, national nonprofit organization based on a campus of over 600 acres of coastal farmland in Freeport, Maine. Our work is dedicated to creating a world where agriculture and food systems support farmer viability, thriving ecosystems, and vibrant communities. Through regenerative farming demonstration and training, innovative research, and collaborations, Wolfe's Neck Center works to advance agriculture - on our own farm, regionally, and nationally - to accelerate holistic change in food systems and mitigate the effects of a changing climate.

#### Position Summary

Reporting to the Managing Director of Advancement, the Director of Communications plays an integral role in developing and implementing strategies that effectively convey Wolfe's Neck Center's full scope of work, programs, and impact. A member of the Advancement team, the Director of Communications will work collaboratively with teams across Wolfe's Neck Center to incorporate organizational objectives, values, and progress into cohesive, compelling external messaging. This position will also bring a strategic approach to identifying and segmenting Wolfe's Neck Center's key audiences, including partners, funders, and visitors, and produce communication plans tailored to those audiences. This is a unique leadership opportunity to work across all Wolfe's Neck Center program areas and shape a strategic communications function for the organization.

*The requirements listed below are representative of the knowledge, skill, and/or ability required to perform this job successfully. If you do not fit this description perfectly but believe that you would be a good fit for this position, please do not hesitate to reach out with questions or apply. Reasonable accommodations may be made for individuals with disabilities to perform essential functions.*

#### Responsibilities will include:

- Collaboratively develop and execute annual communication plans that include impact narratives, brand management, public relations, and event-related marketing to increase Wolfe's Neck Center's brand awareness, influence, interest, and engagement in our work.
- Develop and implement an integrated, organization-wide messaging framework that effectively conveys Wolfe's Neck Center's scope of work and impact.
- Guide the creation of content for all of Wolfe's Neck Center's communication channels and ensure brand standards are met, including wolfesneck.org, branded

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- emails for specific segments (MailChimp), fundraising appeals and campaigns, social media, and printed materials.
- Manage two coordinators and the future growth of the communications team.
  - Identify Wolfe's Neck Center's key audiences and maintain updated audience segments.
  - Develop and maintain relationships with key media outlets, and create press releases and pitches as needed; act as point of contact and coordinate all press engagements internally in accordance with Wolfe's Neck Center's press policy;
  - Develop and direct original content that showcases Wolfe's Neck Center's mission, programmatic offerings, scope of work, and impact to be shared in various channels, including social media, web, email, and other outlets.
  - Stay current on all of Wolfe's Neck Center's programs and priorities to be able to share externally clearly and concisely in external verbal and written communications.
  - Manage wolfesneck.org, ensuring that the site is fresh and timely, accurate, representative of program areas, and engaging to Wolfe's Neck Center's key audiences.
  - Develop and monitor the annual communications and marketing budget.
  - Stay current on digital marketing and social media trends to inform strategy.
  - Serve as brand manager to ensure brand compliance across the organization, including design and materials for signage, branded wear, and other products.
  - Oversee the production of printed materials as needed including signage, brochures, and other collateral as needed.

### Qualifications

- 8 - 10 years of relevant professional experience in communications and marketing, preferably in a nonprofit setting.
- Ability to establish credibility and build collegial relationships with all levels of staff, exuding a proactive and collaborative working style.
- Evidence of commitment related to Wolfe's Neck Center's mission to create a world where agriculture and food systems support farmer viability, thriving ecosystems, and vibrant communities, preferred.
- Outstanding written and verbal communication skills.
- Strong attention to detail and copy-editing skills.
- Proven track record of developing and implementing communication plans aligned with organizational goals and revenue strategy.
- Experience managing social media platforms (i.e., Meta) as part of a communications strategy, a strong understanding of best practices and how to stay current on best practices.
- Proficient in technology solutions as a communications tool, including:

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- MailChimp, Wordpress, Salesforce, and Adobe Suite, with particular focus on InDesign, Photoshop, and Lightroom
- Demonstrated ability to work on multiple projects simultaneously while managing deadlines.
- Experience managing and growing a functional team in on-site and hybrid settings.
- Excellent interpersonal skills, with the ability to develop productive working relationships across a diverse spectrum of stakeholders (internal and external).
- Strong time management skills with the ability to work with a strong sense of urgency according to priorities as a team player.
- Motivated, self-starter with proven ability to work in a team environment.

### Other Requirements:

- Legally able to work in the United States (we cannot provide VISA sponsorship)
- Ability to work from the Wolfe's Neck Center campus in Freeport, ME on a mutually agreed upon frequency (i.e., one day per week).
- Travel is estimated to be 20% of the time within Maine and the US.

### Benefits

The Director of Communications is a full-time position based at Wolfe's Neck Center in Freeport, ME, with the option to structure as a hybrid role. As a full-time employee of Wolfe's Neck Center, this position is eligible for benefits including employer-paid health insurance premiums, dental insurance, paid vacation and holidays, and our retirement savings plan. Compensation commensurate with experience: \$80,000 - \$100,000

### To Apply

Please email a cover letter and resume to [jobs@wolfesneck.org](mailto:jobs@wolfesneck.org) with "Director of Communications" as the subject line. Interested applicants are encouraged to apply ASAP. This position will be reviewed on a rolling basis. Position posted August 1, 2024.

### Non-Discriminatory Selection Process

Wolfe's Neck Center for Agriculture & the Environment welcomes a diverse pool of candidates. In accordance with federal Equal Opportunity laws, Wolfe's Neck Center does not discriminate on the basis of race, color, religion, national origin, ancestry, sex, age, sexual orientation including gender identity or expression, veteran status, or physical or mental disability in the hiring of its employees. Applicants are selected based on their ability to perform the essential functions of the job, prior work experience, and references from previous employers.