

JOB DESCRIPTION

Last Update: September 22, 2022

## DIRECTOR OF COMMUNICATIONS

**Location:** Work from anywhere in the United States. Option to work remote or in business office (Newton, MA); when remote, required to work from a private location over a secure network when handling personal or other sensitive information (public Wi-Fi and location not allowed when handling this type of information)

**Hours:** 40 hours per week. Schedule flexible outside core hours: 11:00 a.m. to 3:00 p.m., Monday–Friday, Eastern Time

**Position Type:** Full-time, Exempt, Salaried

**Department:** Communications

**Reporting to:** CEO

**Direct Reports:** Creative Director, Multimedia and Grants Manager, and one additional staff member (TBD)

**Salary Grade:** D(a) 4-32 (starting offer range for external posting: \$74,418–\$96,048)

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### About Earthwatch

For more than 50 years, Earthwatch has connected people from around the planet with world-class scientists to help change environmental policies, achieve critical conservation goals, and produce groundbreaking findings. We support real objective scientific fieldwork while connecting people to the environment in a personal and often profound way. Our participants contribute directly to urgent global environmental issues and have the adventure of a lifetime in the process.

Our team genuinely believes in our mission. The work we do isn't just a job; it's about ensuring a brighter future for our planet. We are passionate, committed to excellence, and supportive of one another - and we love science! Plus, we occasionally get to go out into the field to collect data and be a part of cutting-edge hands-on field science.

Earthwatch is a remote first company with 80% of staff working fully remote.

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### Position Summary

Earthwatch is seeking an experienced Director of Communications to lead our efforts to drive brand awareness, engagement, expedition bookings, and donations. The Director is responsible for developing and implementing a marketing and communications strategy to advance Earthwatch's global mission and expand its reach.

You will develop and implement an integrated marketing and communications strategy in partnership with your small but mighty team, as well as produce/manage the production of all communications collateral, including the annual Expedition Guide, website content, video, e-newsletters, blogs and feature stories, and more.

To support these efforts, you will use a data-driven approach, manage a team of 3 staff, and manage the communications department budget. You will work closely with communications stakeholders across departments (e.g., Creative, Development, Sales, and Programs) to communicate Earthwatch's mission and wide impact, while inspiring new audiences to get involved.

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### Responsibilities

#### *Communications and Marketing Strategy*

- Design and implement communications and marketing strategy to support and achieve key targets for expedition participant recruitment and donor retention / acquisition.

- Develop integrated digital marketing campaigns to raise brand awareness amongst new audiences while promoting sales and fundraising goals.
- Create and manage the creation of compelling content to share across marketing platforms, including our website, e-newsletters, blogs, social media, video, and more.
- Work in close partnership with sales and development teams to refine campaign communications and achieve conversion goals.
- Ensure Earthwatch's voice and brand is consistent across channels and campaigns both internally and externally.
- Lead media relations and field all press inquiries.
- Assess marketing analytics to support a data-driven strategy. Inform communications analytics needs for new CRM software that will be implemented over the next year.
- In partnership with the Creative Director, maintain Earthwatch's "voice" and visual brand across communication channels.
- Manage the Earthwatch website to maintain accurate and compelling information about our programs and opportunities for people to engage with the mission.
- Identify and develop digital marketing and promotional opportunities both internally and externally through commercial and nonprofit sites.
- Monitor competitors' products, sales, and marketing activities.
- Maintain knowledge of environmental and conservation issues and policies as related to the Earthwatch mission.
- Serve on Inventory Committee to select new research projects that align with Earthwatch business model and mission.

#### *Administrative*

- Manage a variety of external consultants and partners to achieve communications goals, ensuring timely execution of agreed upon deliverables.
- Develop, administer, and monitor the departmental budget.
- Serve as a member of Earthwatch leadership team to make high-level organizational decisions.
- Utilize creative talents and resources to develop and improve existing workflows and protocols.

#### *Staff Management*

- Directly supervise three communications team members and occasional consultants to ensure that departmental goals are met. Establish and evaluate performance measures for staff and provide regular feedback, evaluations, and growth plans.
- This position will be immediately responsible for hiring and onboarding one team member at the Manager level to support communications needs, including providing input on the job description to ensure the role is complementary to the Director's areas of expertise.

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#### **Requirements**

- 5–7 years of proven successful communications and marketing experience.
- 3 years of staff management experience.
- Significant knowledge of and/or demonstrated experience developing digital marketing, campaigns and strategies, including SEO, lead generation, social media, and PPC advertising.
- Strategic content development skills, including experience writing copy for a range of digital platforms under tight deadlines.
- Excellent interpersonal and communications skills (written and verbal).
- Ability to operate as both a strategic leader and collaborative team player.
- Experience using analytics to inform communications strategy.
- Must embrace the mission, vision, and goals of Earthwatch and have a respect for the role of science in environmental challenges.
- Ability to communicate and collaborate successfully with individuals and teams at all levels, internal and external.



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- Superior writing and editing skills, understanding of framing/tailoring a message for multiple audiences (public, donors, corporations, etc.).
- Proven ability to develop and drive new initiatives, work collaboratively with groups across the organization, oversee projects to completion and measure results.
- Demonstrated commitment to fostering and maintaining an environment of diversity, inclusion, and belonging.
- Professional proficiency in Office365, video conferencing software, and CRM databases.

**Don't meet every single requirement?** Studies have shown that women and people of color are less likely to apply to jobs unless they meet every single qualification. At Earthwatch, we are dedicated to building a diverse, inclusive and authentic workplace. If you are excited about this role but your past experience doesn't align perfectly with every qualification in the job description, we encourage you to apply anyway. You may be just the right candidate for this or other roles.

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### Company Benefits

- 401k retirement plan with 4% employer match
- Health insurance with health reimbursement, dental, and vision insurance and flexible spending accounts
- 100% employer paid life, long term disability and accidental death & dismemberment insurance, employee assistance program, and short-term disability insurance
- 20 days paid time off to start; 13 paid holidays (prorated for part-time staff)
- Up to 6 months of parental leave, including 2–12 weeks paid leave based on tenure)
- Professional development opportunities include mentor program, internal and external training, professional development grant program, conferences and more

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**To apply, please submit one document in the resume field below containing all the following items. Incomplete applications will not be considered.**

- A cover letter illustrating your qualifications, why you are interested, and what you are looking to gain from this position.
- A current resume, detailing relevant office and/or field experience.

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**No phone calls please:** Due to limited resources, we are only able to accept applicants who are already eligible to work in the United States.

**Earthwatch is an equal opportunity employer.** We are seeking individuals with diverse backgrounds and experiences who will contribute to a culture of collaboration, inclusion, and change-making. Opportunities are provided to all qualified candidates without regard to race, color, religion, sex, sexual orientation, gender identity or expression, marital or parental status, national or regional origin, age, disability status, military or veteran status, or any other category protected by law.

**Background checks may be required for some roles, including** but not limited to roles working with minors and/or with human resource, finance, or information technology responsibilities.

**COVID vaccinations:** Proof of full COVID-19 vaccination is required for: employees or interns to enter the physical office, conduct travel for Earthwatch, and/or meet in person with Earthwatch employees, interns, or other constituents.