



## **Michigan League of Conservation Voters --- Communications Director**

The Michigan League of Conservation Voters is seeking a full-time Communications Director to direct communications plans that further our advocacy, fundraising and public education campaigns, to lead media and public relations efforts, and to amplify our mission, goals and work to statewide audiences.

The ideal candidate will have a proven ability to determine and direct the right communications strategies and tactics to deliver on our mission and achieve our campaign goals. He or she will be committed to getting results in an ambitious, fast-paced environment, reaching new audiences in new ways, guiding message development that reflects our brand, and elevating the importance of effective communication in securing political and environmental victories. This position is an opportunity to develop a powerhouse communications team, become a spokesperson for our organization and evolve a communications program into a model for others in the state and the Great Lakes region.

### **About the Michigan League of Conservation Voters**

The Michigan League of Conservation Voters is a statewide political organization whose mission is to elect pro-conservation candidates to office and to hold all decision makers accountable for protecting Michigan's land, air and water. We work closely with elected officials, business leaders, partner organizations and advocates from across the state, and we have built a reputation as the leading, non-partisan political voice for Michigan's land, air and water.

### **Job Responsibilities**

The Communications Director, who is based in Ann Arbor and reports to the Deputy Director, is responsible for the following:

- Developing annual and quarterly communications plans that align with Michigan LCV's campaigns, integrate earned media, online engagement, marketing and fundraising, and connect with targeted audiences,
- Developing and managing a team of communications staff to achieve ambitious goals, follow through on plans and sharpen their own skills,
- Building relationships with reporters, generating a steady drumbeat of earned media and, at times, serving as the spokesperson for the organization,
- Directing online advocacy, fundraising and stewardship work with an emphasis on featuring personal stories and finding creative ways to connect through culture,
- Managing paid communications work across mediums on issue, electoral and/or brand campaigns,

- Initiating and implementing new tactics and tools that put Michigan LCV on the cutting edge of communicating effectively,
- Keeping our team on message and creating a culture of effective communication within our organization by providing regular messaging guidance and consultation,
- Analyzing the successes and failures of and gaps within our communications work and improving our programs based on data, feedback, results.

### **Qualifications**

We are seeking candidates who excel at **developing messages that motivate action and communications plans that drive the conversation**, who are **results-oriented**, and who have **strong people and project management skills**. You should have:

- A track record of directing successful, layered communications campaigns in the political and/or environmental space,
- An affinity for public speaking and representing the organization to external partners,
- A demonstrated commitment to meeting high expectations and a history of getting things done in the face of obstacles and shifting priorities,
- Experience managing multiple projects and teams of people, including staff, consultants and partners,
- A consistent approach to new ideas with a sense of possibility,
- A belief that who we elect matters and that the protection of Michigan's land, air and water should be a political priority.

Compensation depends on experience and is highly competitive. Michigan LCV is an equal opportunity employer.

### **How to Apply**

Please send your cover letter and resume to [jobs@michiganlcv.org](mailto:jobs@michiganlcv.org) and include "Communications Director" in the subject line. Applications will be accepted on a rolling basis.