



POSITION DESCRIPTION

Position Title: Marketing and Communications Director,
The Outdoor Foundation
Reports to: Christine Fanning, Executive Director
Location: Washington, DC Metro

The Outdoor Foundation

The Outdoor Foundation is a national not-for-profit organization established to inspire and grow future generations of outdoor enthusiasts and environmental stewards. The recognized charitable partner of the Outdoor Industry Association and more than 250 outdoor companies, the foundation has emerged as a top leader working with the public and private sectors to spur a massive increase in outdoor recreation, particularly among youth.

The Outdoor Foundation focuses its efforts on three core areas: groundbreaking research, youth engagement and charitable investment. Through this inter-related work, the foundation is mobilizing a diverse coalition – from outdoor companies and public agencies to grassroots organizations and passionate individuals – to spur a mainstream movement that connects young people, of all ages, with the outdoors. Learn more at www.outdoorfoundation.org.

The Position: Exceptional Communicator

The Outdoor Foundation is seeking a Director of Marketing and Communications that will set, guide and implement the organization's communications strategy. The Director of Marketing and Communications will ensure that all communication vehicles consistently articulate The Outdoor Foundation's mission to be the driving force behind a massive increase in active outdoor recreation in America. The senior leader will work directly with the Executive Director and will regularly collaborate with foundation staff, donors and



constituents. A successful candidate will demonstrate authenticity, sense of purpose and a deep connection with the mission.

The successful candidate is:

- High energy, independent and entrepreneurial.
- Flexible and collaborative in her/his approach.
- Interested in the outdoors, sports and/or conservation.
- A true brand champion who understands the importance of purpose, customer service, and striving for excellence.

Basic Responsibilities

- Develop and implement marketing/communications plans in support of The Outdoor Foundation's goals and initiatives
- Generate high-impact publicity to build awareness of The Outdoor Foundation through print, broadcast and online media. Cultivate key media contacts, write media advisories and press releases, pitch stories and develop internal and external briefing documents.
- Manage the foundation's website and social media campaigns that build an online community and raise awareness of The Outdoor Foundation and Outdoor Nation, the Foundation's signature program.
- Oversee the development, distribution and maintenance of all print and electronic collateral.
- Support the foundation's fundraising efforts by writing donor letters, proposals and reports.
- Lead a team of young adult volunteers responsible for assisting with social media, design and other communications.
- Provide event coordination and support.
- Stay current in industry trends for the outdoors, health and wellness and conservation.



Qualifications

- Bachelor's degree.
- Minimum 5 years of related experience in communications, public relations, marketing and/or development.
- Excellent writing, editing and verbal communication skills.
- Experience using social media to meet marketing goals.
- Computer proficiency, including Microsoft Word, Powerpoint, and Excel; HTML preferred; Experience in Adobe Photoshop, Illustrator and InDesign or other desktop publishing software a plus.

Deadline: November 1, 2011

To apply, send resume, cover letter and salary requirements to
cfanning@outdoorfoundation.org ATTN: Christine Fanning