WildAid is a unique and dynamic San Francisco-based wildlife conservation non-profit. Established in 1999, our mission is “to end the illegal wildlife trade in our lifetimes”. While most conservation groups focus on protecting animals from poaching, WildAid works to reduce global demand of wildlife products by persuading consumers not to buy and by strengthening support for enforcement. It also helps government’s improve protection of marine reserves. With an unrivaled portfolio of celebrity ambassadors and a global network of media partners, WildAid is able to deliver high-impact, culturally sensitive multimedia campaigns reaching hundreds of millions of people every week see www.wildAid.org

Reporting to the CPO, the Communications Director (CD) will oversee and implement WildAid’s US communications, public relations and new media outreach. This role is both strategic and hands-on; because our mission revolves around harnessing the power of communication, the CD must have a vision for the US communications strategy as well as be able to produce content. The CD will be the chief architect of a comprehensive, high-impact communications plan, including specific, measurable targets as well as a timeline for implementation in addition to reacting opportunistically to breaking stories. The CD will then lead the execution of the plan, working as an individual contributor to create content, and supervise graphic design. Managing outside media and production partners, the CD will ensure plan deliverables are met. The CD will seek to promote our campaign goals to educate the public and the organization to drive development.

**Primary Duties and Responsibilities**

- Promote WildAid for maximum exposure in US media and international outlets. Manage and expand media relations. Create press releases with program staff.
- Identify public relations opportunities for participation by the leadership team, such as public speaking and conferences.
- Develop and implement a plan to expand WildAid’s new media presence with website, Facebook, Instagram, Twitter, YouTube and other platforms.
- Oversee all internally produced communications material. Manage the creation of compelling content for online, media, publications, press kits, fundraising materials, employee communications, annual report, newsletters, and press releases. Oversee video short productions and other creative work. Negotiate and manage pro bono creative services.
- Steward the consistent high quality of the WildAid brand. Manage all outputs to ensure a consistent WildAid “voice” and to conform to brand guidelines.
- Working closely with the Development team to design and coordinate specific messaging for fundraising and development.
- Manage volunteers and interns to assist on an as-needed basis.

**Key Competencies & Ideal Profile**

We seek a dynamic, entrepreneurial self-starter, who is experienced in developing effective multimedia brand communications. This individual will be inspired by the opportunity to play a pivotal role in WildAid’s efforts to end the illegal wildlife trade, and excited to create the US communications vision, brand messaging, and media strategy.

WildAid is a small, lean, and growing organization. All staff members must be comfortable in an entrepreneurial, start-up culture. Strong project management skills and the ability to prioritize multiple, often competing demands are critical. The successful candidate must be able to work independently without
a great deal of supervision. S/he must also have excellent interpersonal skills to influence and collaborate with staff, volunteers, and pro bono partners.

**Minimum Qualifications**
Bachelor’s degree  
Minimum 5 years’ experience leading communications in a fast-paced organization  
Highly-organized multi-tasker  
Extensive new media experience  
Excellent writing and editing skills  
Experience placing stories with top tier media and creating great press releases  
Strong verbal communication skill  
Ability to manage vendors  
Ability to work independently and as part of a team

**Desirable Qualifications**
Familiarity with environmental advocacy and wildlife protection programs  
Demonstrated experience in creating effective, result-driven new media campaigns  
Knowledge of video and audio production and online content design  
Experience building earned media

**Location**
San Francisco, California.