

National Council for Air and Stream Improvement, Inc.

Job Description

Position: **Communications Program Manager**
Reports to: Vice President, Business Affairs
Work Week: Exempt position; 40+ hours per week to meet work demands
Revised: April 25, 2018
Duty Station: Headquarters Office, Cary, NC

Essential Job Functions:

1. Communications Strategy and Implementation

- a) Develop and implement the organization's comprehensive communications strategy considering the organization's various audiences (technical and non-technical, public and members) incorporating the use of multiple channels (print, email, website, video, social media).
- b) Collaborate with NCASI scientists and engineers in the planning and development of timely, relevant content for NCASI communications vehicles.
- c) Develop guidelines for authors of NCASI original work products to generate supplemental information for a less technical audience (e.g., bulleted highlights, abstract, summary, graphics, overview presentations), to be shared on the website and used in other communications vehicles.
- d) Assess NCASI's various audiences to develop an understanding of their information needs and a strategy for tracking individual's areas of interest.
- e) Develop and maintain a copyright policy and intellectual property policy for the organization.
- f) Direct and oversee the activities of NCASI communications staff.
- g) Hold confidential information in confidence.
- h) Read, absorb, process, and communicate complex information.

2. NCASI Website and Social Media

- a) Lead project to redesign the NCASI public and members-only websites. Oversee the work of external vendor hired to set up the new Web Content Management System and implement website design plans. Responsible for maintaining NCASI website and facilitating fresh relevant content.

- b) Enable technical staff to curate and routinely update website content covering their areas of expertise.
- c) Develop and maintain guidelines for staff who wish to post their work on social media outlets (e.g., Research Gate).

3. Marketing

- a) Support NCASI's focus on Membership Recruitment and the NCASI Foundation's fundraising efforts by developing comprehensive communications marketing materials.
- b) Assist in responding to technical queries by NCASI clients and others in a competent and timely manner.

4. Information Technology – Oversee the IT services for the organization utilizing an outsourced IT services provider managed by the NCASI Communications Information Specialist.

Additional Responsibilities:

1. Undertakes additional activities as assigned by the Vice President, Business Affairs.

Minimum Qualifications:

1. Master's or Baccalaureate degree in a relevant field, such as English, Journalism, Marketing, Engineering, or one of the Natural Sciences.
2. Five or more years' experience in technical writing and/or technical editing.
3. Demonstrable and facile knowledge of the language and terminology important to NCASI technical publications and scientific research, including the following disciplines – biology, chemistry, forestry, environmental engineering, and public communications.
4. Ability to write technical articles and publications that are coherent and intelligible, and edit technical articles written by others to enhance their accuracy, readability, and visual appeal.
5. Familiarity with Microsoft Office and Adobe Acrobat.
6. Experience with website administration and web content management systems.
7. Familiarity with social media and how it may be used effectively within the context of a non-profit membership-based association.
8. Professional appearance and demeanor, a demonstrable ability to work effectively with others, evidence of a stable employment history, and evidence of organizational skills and self-motivation.

Additional Preferred Qualifications:

1. Experience managing communications function, including experience leading a in a team environment.
2. Experience in researching and writing technical publications in the field of environmental science and engineering.

3. Familiarity with forestry and/or the forest products industry.

To apply for this position, please submit your résumé to: Tammerah Garren, Vice President, Business Affairs, NCASI, 1513 Walnut Street, suite 200, Cary, NC 27511, tgarren@ncasi.org. Identify in your cover letter you are applying for the position of **Communications Program Manager**. Review of applications will begin on May 21, 2018 and continue until the position is filled. NCASI is an equal opportunity employer.