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## **National Council for Air and Stream Improvement, Inc.**

### **Job Description/Posting**

Position: **Senior Manager / Director, Content Development and Strategic Communications**  
Reports to: Executive Vice President  
Works with: President and CEO, Executive Leadership, and Operating Leads  
Job Location: NCASI Offices in Cary, NC, Gainesville FL, or Remote.  
Work Week: Exempt position; 40+ hours per week to meet work demands  
Revised: February 18, 2025

### **Essential Job Functions:**

#### **1. Content Strategy, Content Development, and Communications**

- a) Develop and implement the NCASI and NCASI Foundation's content development and communications strategy considering the various audiences (technical and non-technical, Members and potential Members, regulatory agencies, collaborators, public and other stakeholders) and incorporating the use of multiple channels (print, social media, email, website, and video).
- b) Study NCASI's audiences to understand their information needs and work with the Member Recruitment and Engagement Teams to implement the content communications strategy.
- c) Work with NCASI Senior Leadership to refine and implement comprehensive "Pull Strategy" to strengthen and expand NCASI and the NCASI Foundation's presence among relevant audiences (potential Members, funding partners, etc.), generate additional interest, and assist in Member Recruitment and Retention.
- d) Collaborate with NCASI scientists and engineers to transform work products and publications into communication products that support the associated content development and communication strategy.
- e) Refine and update guidelines for authors of NCASI original work products/publications to generate supplemental content for diverse audiences. (e.g., bullet highlights, abstract, summary, graphics, overview presentations), to be shared on the website and leveraged in other communications vehicles.
- f) Adapt and refine the above content development and communications functions when the subject matter involves the NCASI Foundation.
- g) Develop and maintain a copyright policy and intellectual property policy for the organization.
- h) Direct and oversee the activities of NCASI communications staff.
- i) Read, absorb, process, and communicate complex information and hold/manage confidential business information appropriately.

#### **2. NCASI and NCASI Foundation Website and Social Media**

- a) Work with the Digital Transformation Lead and Senior Leaders to ensure NCASI's public-facing and members-only websites support both organizations' strategic communication and engagement objectives.
- b) Enable technical staff to curate and routinely update website content relevant to their areas of expertise.

- c) Develop and maintain guidelines for staff who wish to showcase their work on social media outlets (e.g., LinkedIn, Research Gate).

### **3. Organizational Development**

- a) Support NCASI's focus on Member Recruitment and NCASI Foundation's fundraising efforts by developing comprehensive communications and marketing materials.

#### **Additional Responsibilities:**

1. Undertakes additional activities as assigned by the Executive Vice President and President/CEO.

#### **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, content strategy development and Member/Client Communications, preferably at a member-based Association.
3. Demonstrable and facile knowledge of language and terminology important to NCASI technical publications and scientific research, including the following disciplines – biology, chemistry, environmental engineering, and forestry – and experience converting technical articles and publications into communication vehicles for diverse audiences.
4. Demonstrable experience developing and communicating content to support predefined strategic objectives
5. Familiarity with Microsoft Office and Adobe Acrobat.
6. Experience with 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. CAE certification
2. Five to 10 years of experience managing communications function and staff, including experience leading in a team environment.
3. Experience researching and writing technical publications in the field of environmental science and engineering.
4. Familiarity with forestry and/or the forest products industry.

**To apply for this position, please submit your résumé to:** Tammerah Garren, Executive Vice President, NCASI, 1513 Walnut Street, suite 200, Cary, NC 27511, [tgarren@ncasi.org](mailto:tgarren@ncasi.org). Identify the position you are applying for in your cover letter. Review of applications will begin on February 24, 2025, and continue until the position is filled. NCASI is an equal opportunity employer.