

POSITION TITLE: Communications & Marketing Director  
ORGANIZATION: Bioneers (www.bioneers.org)  
POSITION LOCATION: Lamy, New Mexico (just outside of Santa Fe)

Bioneers is a nationally recognized nonprofit organization that seeks To educate, inspire and connect people and networks around practical and visionary solutions for restoring the Earth and communities. We produce an annual conference in California, beamed by satellite to 16 partner conferences nationally, as well as a wide spectrum of media materials including a national radio series, book series, and innovative Web site. Bioneers has a vast collection of audio-visual recordings of visionary leaders from nearly 16 years of conferences. We act as a source for the media, both mainstream and independent. We have various other programs, including an emerging program to distribute media resources to local communities as tools for convening to strengthen community organizing and citizen engagement.

#### The Position

Bioneers seeks a dynamic and creative leader to serve as Communications & Marketing Director. This is a senior position suitable for a seasoned, sophisticated communications professional. The Communications & Marketing Director will assist the organization in promoting the vision and values of Bioneers through integrated and diverse communications vehicles, both new and existing. These include multiple marketing channels and formats and close contacts with the media. This person must understand clearly the crucial distinction between educational/journalistic communications and marketing. The Director is expected to make a multi-year commitment.

#### Responsibilities

- \* In collaboration with the executive team, develop and implement strategic marketing and communications plans, including planning, implementation and integration of all organizational communications vehicles, such as web site, in-house radio series, books, earned media efforts, production and distribution of CD samplers, membership materials and other organizational collateral.
- \* Aid the leadership of the organization in developing and optimizing strategic communications opportunities for Bioneers. This includes designing and supervising the implementation of creative and new marketing plans at the national level.
- \* Supervise a communications team of 3-5 people, including middle managers and entry-level employees, as well as contractors. Be both responsible and responsive to the staff, helping to develop their skill sets, improve their effectiveness and cultivate their loyalty.
- \* As a department head, assist with budget management.
- \* Generate draft press releases and calendar listings, with capacity to become a spokesperson for Bioneers. Qualifications \* At least ten years of experience working at the national level in marketing, communications, media, public relations, and/or other communications-based fields.
- \* Extensive experience in marketing for an organization or product nationally, especially cause-related or network marketing.

- \* An articulate and credible communicator with a substantial grasp of environmental and social justice issues, and a demonstrated ability to analyze complex marketing and media opportunities.
- \* Proven success in dealing with the press and media on a national level.
- \* Excellent writing skills.
- \* Familiarity with diverse media formats including print, radio, books, catalogs, the web and innovative media. Publications experience is a plus.
- \* Experience in the branding process, a plus.
- \* Experienced in working with very diverse constituencies.
- \* A creative person who is comfortable collaborating with a strong, visionary founder and co-executive director who will remain closely involved in the communications arena.
- \* A highly effective project manager capable of holding big-picture vision to recognize and optimize strategic links and interrelatedness between and among projects and people.
- \* Strong people management skills are required.
- \* A multi-tasker with the ability to work in a fast-paced environment, juggle competing demands and timelines, be a strong team player and maintain good working relations with staff, numerous collaborative partnership relationships, and the media.
- \* Able to manage competing priorities with a commitment to excellence and accuracy.
- \* Passionate about the mission and work of Bioneers.
- \* Experience in membership organizations/associations is a plus.
- \* A Bachelor's Degree or higher degree in a relevant field is desired.

To Apply, please email cover letter and resume to:

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Bioneers is committed to providing a work environment that is free from all forms of harassment based on age, sex, color, race, creed, sexual orientation, national origin, religion, a