

**JOB TITLE: Outreach & Marketing Director**

**Location:** Missoula, MT

**Position Type:** Regular, Full-time (40 hours per week)

**Expected Start Date:** Target is February 2015

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**OVERVIEW:** The Coalition is seeking an experienced professional to join the team as its Outreach & Marketing Director. The work of the Coalition is built on the strength of great relationships with community members, businesses, government agencies, universities, schools, and industry, and this employee will play a central role in growing and maintaining these diverse organizational relationships. Reporting to the Executive Director, the Outreach & Marketing Director will create strategies to increase public concern for a healthy watershed, raise awareness of CFC as a resource, increase revenue, and facilitate community engagement in caring for the river. As part of a small, high-impact team, the Outreach & Marketing Director will play a significant role helping CFC fulfill its mission to protect and restore the Clark Fork watershed, and to enhance people's knowledge of and connection to the river.

**Essential Functions:**

- Create and implement marketing strategies that introduce new audiences to CFC's work, increase the public's interest and participation in water-related issues of importance, convert river enthusiasts into supporting members, and grow volunteer networks engaged in river stewardship.
- Manage CFC's public relations initiatives and media efforts to elevate CFC's profile and visibility and strengthen CFC's brand.
- Develop and oversee CFC's corporate sponsor and business outreach program, cultivating relationships and providing opportunities for participation in CFC's work.
- Plan and execute public outreach activities, including speaking engagements, tabling, and events, to build community awareness, increase member support, and grow volunteer participation.
- Produce compelling marketing materials and communications products that inform stakeholders about CFC's vision and activities and that promote CFC's brand.
- Manage a dynamic social media presence and maintain a compelling website to elevate CFC's brand, attract followers, and generate donations.

**Other Responsibilities:**

- Attend staff meetings, board meetings, and CFC-sponsored events.
- Participate in organization-wide planning and budgeting.
- Perform other duties as requested with a sense of humor and team spirit.
- Project commitment to and professional enthusiasm about CFC's work to protect and restore the watershed.

### Desired Skills, Qualifications & Qualities:

- Bachelor's degree and experience in marketing, public relations, communications, or related field
- Exceptional interpersonal skills
- Ability to create and deliver clear, compelling communications
- Ease and comfort using Microsoft Office, Word Press, and social media channels
- Keen organizational and problem solving skills
- Capacity to juggle multiple tasks in a high-energy environment
- Flexible, reliable, and self-directed work style
- Positive, motivated, energetic, and empathetic attitude
- Ability to motivate and provide professional development to interns and volunteers, using a hands-on, collaborative style
- Passion for and commitment to the mission of the CFC

### Compensation:

- Based on qualifications and experience
- Generous Paid Time Off
- Employer-paid health coverage and life insurance
- Retirement contribution

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### HOW TO APPLY

- Supply the following documents in a single PDF in the order listed below:
  - Cover letter
  - Resume
  - Three professional references
  - Writing sample
- Submit required information by **January 15, 2015** to: ***info@clarkfork.org***

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**ABOUT THE CLARK FORK COALITION:** Founded as a member-supported conservation nonprofit in 1985, the Clark Fork Coalition works to give the people, fish, and wildlife of western Montana cleaner water and healthier rivers. We do this by applying scientific, technical, legal, and educational expertise to restoring and protecting vital water resources in the 14 million-acre Clark Fork watershed. Our 2015 budget is \$1.25 million and our work is conducted by a staff of 13, based out of our main office in Missoula and a ranch office in the Deer Lodge Valley. Our methods are science-based and results-oriented, with an emphasis on energetic outreach at the community level.